

The review of the Russian market of ravioli and the frozen meat semi-prepared food

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Methods of the research

1. Comparison of data from various secondary sources (Federal service of official statistics, researches of the leading Russian marketing agencies).
2. Interviews with branch experts, marketing specialists and executives of the largest frozen meat semi-prepared food manufacturers.

Abstract

This research is dedicated to the Russian market of ravioli and the frozen meat semi-prepared food. It was carried out by the experts of Proryv company.

The market analysis represented in the research is based on comparison of data from various public sources, Federal service of official statistics, researches of the leading Russian marketing agencies and information obtained from interviews with branch experts, marketing specialists and executives of the largest frozen meat semi-prepared food manufacturers

Combination of all these independent sources presents the most reliable and unprejudiced picture of real development and condition of the market, defines actual size of the whole market and its separate segments, describes development tendencies, and shows positions of separate players.

In the given research there is a detailed analysis of development tendencies of the frozen products market. The analysis is based on the information concerning rates of the market growth since the year 2000 and opinion of the leading market players (manufacturers of ravioli and the frozen meat semi-prepared food, distributor companies, representatives of branch associations).

In the research you will find data about frozen products market capacity and its structure as a whole, and also about ravioli and frozen products market capacity and structure separately.

Then three segments of the market are analyzed in detail: a segment of ravioli, a segment of the frozen meat semi-prepared food and a segment of pancakes. Each of these segments is considered with relation to the leading manufacturers, consumer preferences, and consumer awareness of the most popular brand-names.

When analyzing the pancakes segment, the competitive environment and market shares of leading

manufacturers in Moscow, St.-Petersburg and other large cities are examined in detail.

In conclusion there is information on the main manufacturers of ravioli and frozen meat semi-prepared food, including in some cases data on peculiarities of an enterprise marketing strategy, successes /failures and their reasons.

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Foodstuff (brand " Zolotoi Petushok" – fowl semi-prepared food)

"Morozko"

Summary

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