

# **The Russian market of sausages and meet delicatessen development structure, tendencies and dynamics in 2004-2005**

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## **Abstracts**

### Methods of the research

The analysis and estimation in this report are based on comparison of data from various sources:

1. Official data obtained from Federal service of official statistics;
2. Interviews with branch experts and managers of the largest manufacturers;
3. The most reliable data of the sausages market research;
4. Internet resources: data of trade journals about the Russian market of sausages and meet delicatessen

### Abstract

The research has the most necessary information on the sausages and meet delicatessen market, which is extremely important for every marketer, working in this market.

In the research there is information about:

- market capacity;
- its dynamics and tendencies of development;
- market structure by types of products;
- market structure by types of packing;
- market structure by sales channels;
- the leading manufacturers' market shares dynamics in 2004-2005

There was separately analyzed the Moscow's market of sausages and meet delicatessen, including:

- market capacity;
- market structure;
- the Moscow's market shares of the 20 leading manufacturers;
- market structure by sales channels

A separate part of the research is dedicated to the Moscow's market of meet delicatessen.

In conclusion there are profiles of the biggest sausages and meet delicatessen market players, such as " Mikoyanovsky meat-packing plant", " Cherkizovsky meat-packing

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"Dymov"

"Velcom"

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