



Private label Russia 2007

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"The market for private labels in Russia has great development prospects. Although the share of sales generated by these brands on the food market is still marginal, the recently observed growth makes this segment already very interesting both for retailers, producers and customers.

Interestingly, Russian chains were pioneers in launching this type of product to the shop shelves in Russia. Currently, the majority of the largest market players have private labels in their offering. The approach of retailers towards management of these products still varies greatly.

The examples of other countries makes us believe that private labels in Russia, currently seen mainly in the economy segment, will be further developed regarding both assortment and price positioning. Retailers are already disclosing more and more plans regarding development of these brands."

Małgorzata Machnicka, Head Retail Analyst

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PMR
MarketInsight
Methodology

Report description

Private label in Russia 2007 presents a comprehensive assessment and analysis of the Russian food retailers' private label market. This report uses a specially conducted PMR survey of product availability and price positioning of selected private label merchandise in retail outlets.

The report also profiles the leading retailers in Russia, details their private label programmes, presents information about private label value shares and their share in retailers' assortments.

In addition, the report presents consumer and manufacturers' attitudes toward private label products.

Key sections

Private label in Russia 2007 provides complete coverage presented in three sections:

Section One presents a complete picture of the private label market, from the history of the development of the product concept, through the manufacturer's approach to the current approaches of retailers to marketing the product. Consumer attitudes towards private label products are examined, as well as the role of the development of the food retail market in Russia as a whole in the expansion of private label segment.

Section Two details the results of an onsite survey conducted by PMR at 19 retail locations in Moscow and St. Petersburg. Private label products were evaluated in terms of price and availability, and corresponding manufacturers' brands were checked and recorded for purposes of comparison. Product categories include: beer, blended coffee, carbonated drinks, chocolate, pet food, flour, ice cream, milk, nappies, orange juice, pasta, shampoo, tea, toilet paper and detergents.

Section Three contains detailed profiles of the leading food retail chains in Russia, as well as 2004-2006 revenue, number and locations of outlets and a description of their formats. Complete information about their private label operations is also found in this section, including: private label names used by the chain, total number of private label products marketed by the chain, value and volume share of private label items for each chain and available plans for the future concerning private label program development. Information is provided on chains such as Perekryostok, Magnit, Auchan and many more.

Report overview

The current conditions of the private label market in Russia are the result of a number of contributing factors. **This report examines them separately and as they work together in this growing sector of the Russian retail economy.** Topics include:

- the private label concept: history, growth and development
- the influence of the overall food retail market development on the private label market development in Russia
- how manufacturers approach the private label concept
- how retailers manage their private labels
- consumers opinions on purchase and use of private label items.

As the private label market in Russia continues to grow and develop, PMR has produced a unique snapshot of its size and prevalence. **Close to twenty top Russian retailers were selected, and on site visits gathered detailed data concerning:**

- prices and availability of selected categories of food, pet care, personal care and cleaning products
- prices and availability of private label products in comparison with comparable manufacturers' brand products
- price positioning analysis and future plans for managing private label programs.

Retail chains across Russia feature their private label merchandise, offering it alongside manufacturer branded products. **This report presents profiles on fourteen retail chains, along with information on their particular private labels, value share in sales, and volume share in assortment, along with future plans for private labels.** Additional details include:

- number of SKUs and names of retailers' private labels
- number and format of each retailer's outlets
- geographical area covered by each chain.

Private label in Russia 2007 is targeted to address the interests of:

- retail businesses currently operating in Russia as well as those considering expansion into the region
- retailers with private label programs in place or considering development of private label product lines
- suppliers of products sold as private label merchandise
- consultants and analysts that provide advice and intelligence to governmental and business organizations, as well as those seeking investment opportunities.

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