



# Retail in Russia 2007

## Market analysis and development forecasts

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## From the author



"Russia's retail market is still regarded by some as the wild east. However, the facts about the retail market here are compelling. With rapidly growing GDP per capita, low levels of debt, the government coffers swelled by very high commodity prices, and more stability than Russians have encountered for years, consumer spending is booming, and the country is major retail opportunity. PMR produces a newsletter about the retail market in Russia so we have the facts about what is going on in this important market of 148 million consumers at our fingertips. Leveraging our long experience of covering both Russia and the other countries of the region we are able add a lot of value to the carefully checked facts and data we provide, presenting analysis of market shares, profiles of the major players both Russian and international, such as X5 Retail Group Kopeyka, Auchan, Real, Ramstor, OBI, Eldorado, Technosila, M.Video, Mir, Euroset, Ikea and others. If retailing in Russia is important to you, then this report is something you need."

**Marcin Szaleniec**, PMR Retail Analyst

## PMR MarketInsight Methodology

This report was prepared using PMR's MarketInsight Methodology. PMR MarketInsight is a methodology developed by PMR which assists in the complex preparation of industry reports. It defines the ways in which data should be collected for such reports and outlines the methods to be used in analysing the information collected in order to obtain a true picture of the market in question. It also contains special procedures to follow in the case of incomplete market data which are particularly useful in countries like Russia. PMR MarketInsight precisely defines report content and structure. Industry reports prepared using PMR MarketInsight are based on information from a variety of available statistical, industry (specialist press, the internet), general and official sources as well as information from PMR's own database and primary research independently carried out by PMR. The sources we use are individually tailored to each project.

PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.

PMR  
**MarketInsight**  
Methodology

## Report description

### The report provides a detailed review of the retail market in Russia, in three separate parts:

The overview section provides:

- the value of sales overall, as well as in each of seven federal regions of Russia with forecasts up to 2010
- value of shares in the distribution channel
- shares of food and non food in market value.

Detailed information and analysis of grocery retailers like X5 Retail Group, Paterson, Kopeyka, Auchan, Real, Ramstor, and others. PMR provides descriptions of each retail company, the retail formats they use, their strategies, the current number of stores, and the regions in which they operate, and their market shares.

Information and analysis of the specialist retailers (DIY, consumer electronics, furniture for example OBI, K-Rauta, Leroy Merlin, Eldorado, Technosila, M.Video, Mir, Svyaznoy, Ikea and others). Each retailer is described, with information about the formats they use, their strategy, the current number of stores, and the regions in which they operate and their market shares.

## Report overview

### Economic and demographic situation in Russia

#### Macroeconomic background

- GDP growth
- CPI
- Unemployment rate

#### Population issues

- Population size
- Distribution of population across Russia
- Largest cities
- Population by age and sex

#### Retail sector overview

- retail sales in Russia up to 2010
- retail structure
- food and non-food sales composition

### Grocery sector

#### Supermarkets

- Overview of supermarkets and convenience stores
- Profiles of key players

#### Discount stores

- Overview of the discount store channel
- Profiles of key players

#### Hypermarkets

- Trends and development in the rapidly growing hypermarkets sector
- Profiles of key players

#### Cash and Carry

- Description of cash and carry sector and their competition with hypermarkets
- Profiles of key players

#### Unorganised retail and open markets



## Non food sector

Home appliances chains (including cellular phones retailers)

- Overview of this highly structured retail channel
- Profiles of key players

DIY and furniture

- Description of organised 'home and garden' retailers and their position against open markets
- Profiles of key players

Clothing and footwear

- Historical development and trends of fashion sales
- Profiles of key players; brand owners and franchisees

Cosmetic chains

- Information about the most important sales channels
- Profiles of key players

## This is a must have report for:

- retail chains already active in Russia and those thinking of entering the market
- producers and distributors of food and drinks, cosmetics, tobacco, all household consumer goods and furniture
- companies for whom retailers are an important market, shop fitters and retail technology companies
- institutions and organizations that are active in analysis of the retail market in Russia such as trade associations, embassies, Chambers of Commerce and consulting companies.

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