



Retail in Russia 2009

Market analysis and development
forecasts for 2009-2011

Publication date: November 2009

Language: English



Word from the author:



Over the year 2009 we have seen major changes in the retail sector emerging from the impact of the global economic crisis on the Russian economy and consumers. Disruptions have been once again encountered in the development pace of the retail sector on a rocky route to modern retailing. For the first time in a decade, on such a scale, market players had to face and adjust to the new reality.

Magdalena Gis, Retail Analyst

About this report:

Retail in Russia 2009, Market analysis and development **forecasts for 2009-2011** provides readers with a **clear and concise picture of the current situation on Russia's huge and diverse retail market**. It builds upon a strong **statistical description** of the country's **economic** and **demographic** foundation, analyzes current **infrastructure, events** and **trends**, and **predicts** performance for each segment of the retail industry in the years to come.

Trade dynamics in the **grocery, non-food, consumer electronics, DIY, clothing & footwear** and **cosmetics** segments are examined, and major chains are identified and ranked by sales data gathered over the past year.





If you are looking for:

- Income and **consumer activity** and **preferences** across the country
- **Value** and **structure** of the Russian retail market from 2005-2010, along with data on retail space, geographic indications and leading players and rankings
- Detailed analysis of recent and current trends and conditions influencing market development
- Successful **distribution channels** in the grocery retail market, including hyper and super markets, discount and cash and carry stores and smaller convenience outlets
- **Market conditions** for the consumer electronics, DIY, fashion and cosmetics sectors of non food retail
- In-depth profiles of leading market players, both grocery and non grocery, operating in all major sectors.

...then this is the document you need!

In addition, **Retail in Russia 2009**, Market analysis and development forecasts for 2009-2011 provides **detailed profiles of top retailers** in Russia, revealing how they are faring in current conditions as well as their projections for the future.

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