



**Intesco  
Research  
Group**

# FOOTWEAR AND FOOTWEAR MARKET



MOSCOW 2014

## CONTENTS

CONTENTS.....	3
RESEARCH METHODOLOGY.....	8
EXTRACTS FROM RESEARCH.....	10
LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES .....	13
ABOUT INTESCO RESEARCH GROUP .....	21

## CONTENTS

### RESEARCH METHODOLOGY

### LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

#### 1. GENERAL ECONOMIC SITUATION IN RUSSIA

##### 1.1. Population of Russia

*Number of population*

*Largest cities*

*Social standards of living dynamics*

*Economic activity*

##### 1.2. Economic situation

*Dynamics of economy development*

*Stability of the state budget*

##### 1.3. Position of Russia in the world

*Share of RF in the world population*

#### 2. SUBJECT OF RESEARCH

*Footwear classification*

#### 3. WORLD FOOTWEAR MARKET

##### 3.1. Volumes and structure of world footwear production by countries

##### 3.2. World footwear sales by countries

##### 3.3. World footwear export by countries

##### 3.4. World footwear import by countries

#### 4. ANALYSIS OF LEATHER FOOTWEAR RETAIL SALES IN RUSSIA

##### 4.1. Dynamics by years

##### 4.2. Dynamics by quarters

##### 4.3. Structure by federal districts

##### 4.4. Largest regions of RF by retail sales

##### 4.5. Regional structure of retail sales

#### 5. VOLUME OF RUSSIAN FOOTWEAR MARKET

##### 5.1. Dynamics of market volume by years

##### 5.2. Import content on the market

#### 6. RUSSIAN FOOTWEAR MARKET SEGMENTATION

##### 6.1. By producing countries

##### 6.2. By prices

#### 7. TRENDS ON THE RUSSIAN FOOTWEAR MARKET

##### 7.1. Market in WTO conditions

##### 7.2. Network retailing development

##### 7.3. Market diversification

##### 7.4. Internet trade development

##### 7.5. Other trends

**8. FACTORS INFLUENCING FOOTWEAR MARKET****9. STATE REGULATIONS OF FOOTWEAR MARKET****10. FOOTWEAR PRODUCTION IN RUSSIA***10.1. In general**Dynamics of production volumes by years**Dynamics of production volumes by months**Production volumes by federal districts of RF**Production structure by federal districts of RF**Production volumes in regions of RF**Regional production structure**10.2. In separate segments*

Footwear production structure by types

Leather footwear

Textile footwear

Waterproof footwear

Felted and felt footwear

Structure of Russian production by federal districts

**11. MAIN PLAYERS ON FOOTWEAR MARKET**

11.1. «Trading company «TsentrObuv» JSC

11.2. «Ekonika-Obuv» LLC

11.3. «Obuv Rossii» GC

11.4. «Unichel» footwear company» JSC

11.5. Other companies on the market

*«Tervolina»**Kari**«ECCO ROS» LLC**«Group of Companies «Carlo Pazzolini» LLC**Ralf RINGER***12. LARGEST RUSSIAN COMPANIES ON FOOTWEAR MARKET**

12.1. By volume of proceeds from sale (up to 2012.)

*Footwear production**Footwear wholesaling*

12.2. By production volumes (up to 2009)

*Textile footwear**Leather footwear***13. ANALYSIS OF RUSSIAN FOOTWEAR IMPORT**

13.1. Footwear (In general)

*Import structure by footwear types**Dynamics of import volume by years*

*Dynamics of import volume by months*

*Dynamics of import volumes by supplying countries*

*Import structure by supplying countries*

#### 13.2. Leather footwear

*Dynamics of import volume by years*

*Import volumes by supplying countries*

*Import structure by supplying countries*

#### 13.3. Textile footwear

*Dynamics of import volume by years*

*Import volumes by supplying countries*

*Import structure by supplying countries*

#### 13.4. Rubber and rubberized footwear

*Dynamics of import volume by years*

*Import volumes by supplying countries*

*Import structure by supplying countries*

#### 13.5. Components for footwear production

*Dynamics of import volume by years*

*Import volumes by supplying countries*

*Import structure by supplying countries*

### 14. ANALYSIS OF RUSSIAN FOOTWEAR EXPORT

*14.1. Export structure by footwear types*

*14.2. Dynamics of export volumes by years*

*14.3. Export dynamics by months*

*14.4. Export volumes by countries of destination*

*14.5. Export structure by countries of destination*

### 15. PRODUCER PRICES FOR FOOTWEAR

#### 15.1. Textile footwear (without sport)

*Dynamics of producer prices by years*

*Dynamics of producer prices by months*

#### 15.2. Sport shoes

*Dynamics of producer prices by years*

*Dynamics of producer prices by months*

#### 15.3. Leather footwear

*Dynamics of producer prices by years*

*Dynamics of producer prices by months*

#### 15.4. Waterproof footwear

*Dynamics of producer prices by years*

*Dynamics of producer prices by months*

### 16. RETAIL PRICES FOR FOOTWEAR

- 16.1. Dynamics of retail prices by years
- 16.2. Comparison of retail prices by different footwear categories

*Winter footwear*

*Autumn and summer footwear*

*Sport shoes*

*Waterproof footwear*

*Indoor footwear*

## **17. FOOTWEAR SALE CHANNELS IN RUSSIA**

- 17.1. Retail networks
- 17.2. Footwear internet trading

*Wildberries.ru*

*Lamoda.ru*

*Sapato.ru*

## **18. FRANCHISING ON RUSSIAN FOOTWEAR MARKET**

## **19. ANALYSIS OF CONSUMER PREFERENCES ON FOOTWEAR MARKET**

- 19.1. Factors of consumer preferences
- 19.2. Structure of Russian consumers preferences by brands

## **20. PROFILES OF THE LARGEST ENTERPRISES BY FOOTWEAR PRODUCTION**

- 20.1. «MUYA PRODUCTION» LLC

*Reference information*

*Types of activity*

*Production volumes*

*Balance sheet*

*Profit and loss statement*

*Cash flow statement*

*Financials*

- 20.2. «UNICHEL» FOOTWEAR COMPANY» JSC

*Reference information*

*Types of activity*

*Production volumes*

*Balance sheet*

*Profit and loss statement*

*Cash flow statement*

*Financials*

- 20.3. «TRADE AND INDUSTRIAL COMPANY «TSZISIN» LLC

*Reference information*

*Types of activity*

*Production volumes*

*Balance sheet*

*Profit and loss statement*

*Cash flow statement*

20.4. «RALF RINGER» JSC

*Reference information*

*Types of activity*

*Production volumes*

*Balance sheet*

*Profit and loss statement*

*Cash flow statement*

*Financials*

20.5. «FORIO» LLC

*Reference information*

*Types of activity*

*Production volumes*

**21. FORECAST OF RUSSIAN FOOTWEAR MARKET DEVELOPMENT FOR 2014-2016  
ABOUT INTESCO RESEARCH GROUP**

## RESEARCH METHODOLOGY

**Subject of research:**

FOOTWEAR MARKET

**Goal of research:**

EVALUATION OF THE MARKET AND FORECAST OF ITS DEVELOPMENT FOR 2014-2016

**Regions of research:**

RUSSIA

REGIONS OF RUSSIA

**Main blocks of research:**

GENERAL ECONOMIC SITUATION IN RUSSIA

SUBJECT OF RESARCH

WORLD FOOTWEAR MARKET

ANALYSIS OF LEATHER FOOTWEAR RETAIL SALES IN RUSSIA

VOLUME OF RUSSIAN FOOTWEAR MARKET

RUSSIAN FOOTWEAR MARKET SEGMENTATION

TRENDS ON THE RUSSIAN FOOTWEAR MARKET

FACTORS INFLUENCING FOOTWEAR MARKET

STATE REGULATIONS OF FOOTWEAR MARKET

FOOTWEAR PRODUCTION IN RUSSIA

MAIN PLAYERS ON FOOTWEAR MARKET

LARGEST FOOTWEAR PRODUCERS IN RUSSIA

LARGEST COMPANIES SPECIFIED IN FOOTWEAR WHOLESALING IN RUSSIA

ANALYSIS OF RUSSIAN FOOTWEAR IMPORT

ANALYSIS OF RUSSIAN FOOTWEAR EXPORT

PRODUCER PRICES FOR FOOTWEAR

RETAIL PRICES FOR FOOTWEAR

FOOTWEAR SALE CHANNELS IN RUSSIA

FRANCHISING ON RUSSIAN FOOTWEAR MARKET

ANALYSIS OF CONSUMER PREFERENCES ON FOOTWEAR MARKET

PROFILES OF THE LARGEST ENTERPRISES BY FOOTWEAR PRODUCTION

FORECAST OF RUSSIAN FOOTWEAR MARKET DEVELOPMENT FOR 2014-2016

**The largest Russian companies with profiles:**

«MUYA PRODUCTION» LLC



«UNICHEL» FOOTWEAR COMPANY» JSC  
«TRADE AND INDUSTRIAL COMPANY «TSZISIN» LLC  
«RALF RINGER» JSC  
«FORIO» LLC

Production volumes, financial activities data, balance sheets, profit and loss statements, cash-flow statements, the subsidiaries and other data about these main companies were presented.

**Information sources used:**

Federal State Statistics Service  
Ministry of economic development of the Russian Federation  
Federal Customs Service  
Federal Tax Service  
International bases of statistics  
Field expert evaluations  
Retail sale reports  
Materials of the field's main players  
Field print and electronic publications

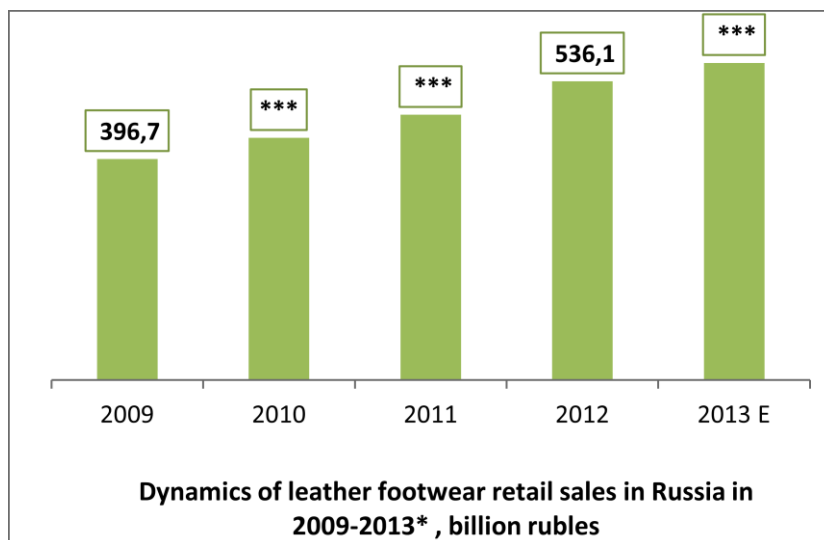
**The research contains 57 schedules, 57 diagrams, 69 tables.**

## EXTRACTS FROM RESEARCH

## CHAPTER 4

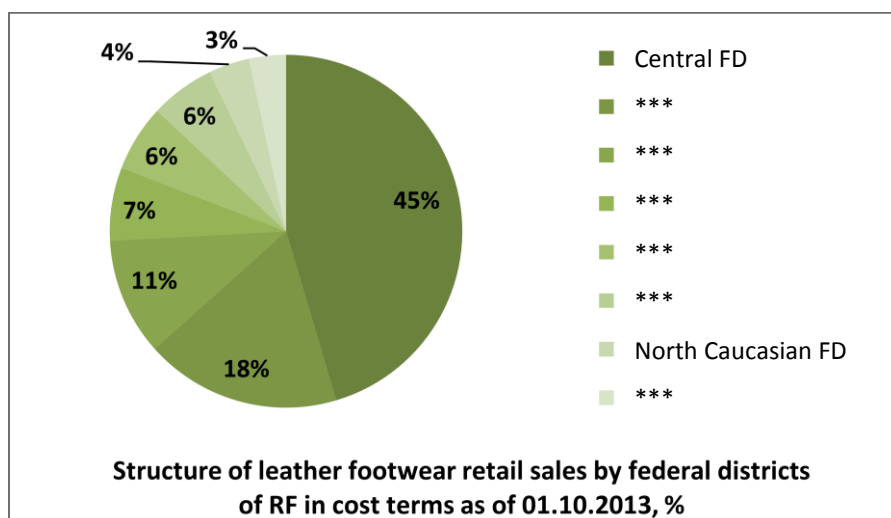
## ANALYSIS OF LEATHER FOOTWEAR RETAIL SALES IN RUSSIA

In 2009-2013 a positive dynamics of leather footwear retail sales was marked. Thus, if in 2009 volume of retail sales was equal to 396,7 billion rubles, then in 2012 – 536,1 billion rubles, that was 35% more. In 2013 the growth slowed down and by October 1, 2013 sales



volume was equal to \*\*\* billion rubles (the growth \*\*\*% to the same surveyed period of 2012). In general as of 2013 retail sales volume was estimated at 568,9 billion rubles.

Structure of leather footwear retail sales by federal districts was uneven. Thus, Central FD had \*\*\*% of all retail sales of this product in cost terms. \*\*\* FD ranked second with 18%. The



least volume belonged to Far Eastern FD and North Caucasian FD – 3% and 4% respectively.

## CHAPTER 10

## FOOTWEAR PRODUCTION

Footwear production in Russia in 2009-2013 was characterized by a positive dynamics and by the end of the period reached the level of \*\*\* mln pairs. The growth of production in 2010 was especially important – by 21%, to the parameter of 98,5 mln pairs. The growth was due to a range of protective measures from the government of RF, in particular introduction of the imported footwear duty and decrease of the tariff for supply of footwear components. In 2012 the decrease was marked – by 8% compared to the previous period.



Russian footwear production is characterized by seasonality. Minimum production volumes are marked in the beginning of the year and in mid-summer. Footwear production volumes are relatively high in inter-season – in spring and autumn. Thus, in January 2010 5 978,6 ths pairs were produced and then parameter increased significantly and in April, and then



parameter increased considerably, and in April – about 9 252,6 ths pairs. In January 2013 7 252,7 ths pairs were produced, in March – 10 459,6 ths pairs. The maximal production level, which was marked in the third month of the year, in 2013 was marked in September – \*\*\* ths pairs.

## CHAPTER 13

## VOLUME OF TEXTILE FOOTWEAR IMPORT

Volumes of Russian textile footwear import in physical terms in 2007-2013 were characterized by a positive dynamics. In 2013 Russian import of this type of footwear reached the maximum of \*\*\* tons, rate of growth – 8%.

The minimum was marked in the beginning of the surveyed period – 2007 – 14 484 tons. In the crisis 2009 parameters were also low – 14 708 tons, then in 2010 the growth amounted to 70%.



The undisputed leader of textile footwear import is China. In 2012 CDR imported \*\*\* tons (the maximum), during first 10 months of 2013 – \*\*\* tons. Vietnam (\*\*\* tons), Indonesia (\*\*\* tons) and Ukraine (841 tons) followed China.

**Table. Volumes of Russian textile footwear import by supplying countries in 2007-2013 (actual for 01.11.2013), tons**

	2007	2008	2009	2010	2011	2012	2013 January-October
<b>All countries of the world</b>	<b>14 484</b>	<b>16 430</b>	***	***	***	***	***
China	11 771	***	***	***	27 018	***	***
Vietnam	571	***	843	***	***	***	***
***	79	***	281	349	583	923	986
Ukraine	430	***	***	641	816	1 016	841
***	15	1	11	2	5	8	454
Italy	***	261	***	***	***	***	***
***	137	112	99	171	242	315	293

## LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

### RESEARCH METHODOLOGY

#### LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

##### 1. GENERAL ECONOMIC SITUATION IN RUSSIA

Schedule 1. Dynamics of resident population number of Russia in 1990, 2000, 2005 and 2008-2012, ths people

Schedule 2. Dynamics of population of Russia in three forecast variants in 2011-2031, ths people

Diagram 1. Structure of population of Russia to number of working age people in 2011-2031, % (medium variant of forecast)

Table 1. Population of the largest cities of Russia according to All-Russian census of 2002 and 2010 as for January 1, 2013, ths people

Schedule 3. Dynamics of actual household disposable income of population and annual rate of growth in 2000-2012, %

Schedule 4. Dynamics of demographic load coefficient in three forecast variants in 2011-2031

Diagram 2. Dynamics of the number of employed and unemployed people in Russia in 2000-2012 and forecast for 2013-2015, mln people

Schedule 5. Dynamics of share of the unemployed in economically active population by federal districts of RF in 2006-2012, %

Schedule 6. Dynamics of GDP of Russia in prices of 2008 in 2002-2012 and forecast for 2013-2015, billion rubles

Schedule 7. Investments into the fixed capital of RF in 2002-2012 and forecast for 2013-2015, billion rubles

Schedule 8. Dynamics of surplus/deficit of consolidated budget of RF in 2006-2012, % of GDP

Schedule 9. Dynamics of total external debt of RF and its share in GDP in 2009-2013 (as for 1 January), mln dollars

Diagram 3. Change of structure of external debt of RF in 2009-2013 (as for January 1), %

Schedule 11. Dynamics of population of Russia and world in 2000-2012 and forecast up to 2100, mln people

Schedule 12. Share of RF in the world GDP in 2001-2012 and forecast for 2013-2016, %

##### 2. SUBJECT OF RESEARCH

##### 3. WORLD FOOTWEAR MARKET

Schedule 13. Top-10 countries of the world producing footwear in 2011, mln pairs

Diagram 4. Structure of world footwear production in physical terms by countries in 2012, %

Schedule 14. Top-10 countries of the world selling footwear in 2011, mln pairs

Diagram 5. Structure of world footwear sales in physical terms by countries in 2012, %

Schedule 15. Top-10 world footwear exporters in 2011, mln pairs

Diagram 6. Structure of world footwear export in physical terms by supplying countries in 2012, %

Schedule 16. Top-10 world footwear importers in 2011, mln pairs

Diagram 7. Structure of world footwear import by countries of destination in 2012\*

#### **4. ANALYSIS OF LEATHER FOOTWEAR RETAIL SALES IN RUSSIA**

Schedule 17. Dynamics of leather footwear retail sales in Russia in 2009-2013\*, billion rubles

Schedule 18. Dynamics of leather footwear retail sales by quarters in 2009-2013, billion rubles

Diagram 8. Structure of leather footwear retail sales by federal districts of RF in cost terms as of 01.10.2013, %

Diagram 9. Change of structure of leather footwear retail sales by federal districts of RF in cost terms in 2009-2013 (actual for 1.10.2013), %

Table 2. Change of structure of leather footwear retail sales by federal districts of RF in cost terms in 2009-2013 (actual for 1.10.2013), ths rubles

Schedule 19. Largest regions of RF by leather footwear retail sales volumes in 2013 (actual for 01.10.2013), billion rubles

Diagram 10. Regional structure of leather footwear retail sales in 2013 (actual for 01.10.2013) in cost terms, %

Diagram 11. Change of regional structure of leather footwear retail sales in RF in cost terms in 2009-2013 (actual for 01.10.2013), %

Table 3. Volumes of leather footwear retail sales in cost terms in regions of RF in 2009-2013 (actual for 01.10.2013), mln rubles

#### **5. VOLUME OF RUSSIAN FOOTWEAR MARKET**

Schedule 20. Dynamics of the Russian footwear market volume in cost terms in 2008-2013\*, billion rubles

Diagram 12. Dynamics of import content on the Russian footwear market in cost terms in 2009-2013\*, %

#### **6. RUSSIAN FOOTWEAR MARKET SEGMENTATION**

Diagram 13. Segmentation of Russian market by producing countries in cost terms in 2013, %

Diagram 14. Price segmentation of footwear market in cost terms in 2013\*, %

#### **7. TRENDS ON THE RUSSIAN FOOTWEAR MARKET**

#### **8. FACTORS INFLUENCING FOOTWEAR MARKET**

#### **9. STATE REGULATIONS OF FOOTWEAR MARKET**

#### **10. FOOTWEAR PRODUCTION IN RUSSIA**

Schedule 21. Dynamics of Russian footwear production volume in 2009-2013, ths pairs

Schedule 22. Dynamics of Russian footwear production volume by months in 2010-2013, ths pairs

Table 4. Footwear production volumes in federal districts of RF in 2009-2013, ths pairs

Diagram 15. Structure of Russian footwear production by federal districts in 2013, %

Diagram 16. Change of structure of Russian footwear production by federal districts in 2009-2013, %

Table 5. Footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 17. Regional structure of Russian footwear production in 2012, %

Diagram 18. Change of regional structure of Russian footwear production in 2009-2012, %

Diagram 19. Structure of Russian footwear production by types in physical terms in 2013, %

Schedule 23. Dynamics of Russian leather footwear production volume in 2009-2013, ths pairs

Table 6. Leather footwear production volumes in federal districts of RF in 2009-2013, ths pairs

Schedule 24. Dynamics of leather footwear production in largest federal districts of RF in 2010-2013, ths pairs

Diagram 20. Structure of Russian leather footwear production by federal districts in 2013, %

Diagram 21. Change of structure of Russian leather footwear production by federal districts in 2009-2013, %

Table 7. Leather footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 22. Regional structure of Russian leather footwear production in 2012, %

Diagram 23. Change of regional structure of Russian leather footwear production in 2009-2012, %

Schedule 25. Dynamics of Russian textile footwear production volume in 2009-2013, ths pairs

Table 8. Textile footwear production volumes in federal districts of RF in 2009-2013, ths pairs

Diagram 24. Structure of Russian textile footwear production by federal districts in 2013, %

Diagram 25. Change of structure of Russian textile footwear production by federal districts in 2009-2013, %

Table 9. Leather footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 26. Regional structure of Russian textile footwear production in 2012, %

Diagram 27. Change of regional structure of Russian textile footwear production in 2009-2012, %

Schedule 26. Dynamics of Russian waterproof footwear production volume in 2009-2013, ths pairs

Table 10. Waterproof footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 28. Structure of Russian waterproof footwear production by federal districts in 2013, %

Diagram 29. Change of structure of Russian waterproof footwear production by federal districts in 2009-2013, %

Table 11. Waterproof footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 30. Regional structure of Russian waterproof footwear production in 2012, %

Diagram 31. Change of regional structure of Russian waterproof footwear production in 2009-2012, %

Schedule 27. Dynamics of Russian felted and felt footwear production volume in 2009-2013, ths pairs

Table 12. Felted and felt footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 32. Structure of Russian felted and felt footwear production by federal districts in 2013, %

Diagram 33. Change of structure of Russian felted and felt footwear production by federal districts in 2009-2013, %

Table 13. Felted and felt footwear production volumes in regions of RF in 2009-2013, ths pairs

Diagram 34. Regional structure of Russian felted and felt footwear production in 2012, %

Diagram 35. Change of regional structure of Russian felted and felt footwear production in 2009-2012, %

## **11. MAIN PLAYERS ON FOOTWEAR MARKET**

### **12. LARGEST RUSSIAN COMPANIES ON FOOTWEAR MARKET**

Table 14. Dynamics of proceeds of the largest footwear producers in Russia in 2009-2012, ths rubles

Diagram 36. Shares of the largest enterprises in structure of all-Russian footwear production in 2009, %

Table 16. Textile footwear production volumes by the largest Russian producers in 2006-2009, ths pairs

Diagram 37. Shares of the largest enterprises in structure of all-Russian textile footwear production in 2009, %

Table 17. Leather footwear production volumes by the largest Russian producers in 2006-2009, ths pairs

Diagram 38. Shares of the largest enterprises in structure of all-Russian leather footwear production in 2009, %

### **13. LARGEST COMPANIES SPECIFIED IN FOOTWEAR WHOLESALING IN RUSSIA**

Table 18. Dynamics of proceeds of the largest companies, specified in footwear wholesaling in Russia in 2009-2012, ths rubles

### **14. ANALYSIS OF RUSSIAN FOOTWEAR IMPORT**

Diagram 39. Structure of Russian footwear import by types in physical terms in 2013, %

Diagram 40. Change of Russian import structure in physical terms by types in 2007-2013\*, %

Schedule 28. Dynamics of Russian footwear import in cost terms in 2007-2013\*, mln dollars

Schedule 29. Dynamics of Russian footwear import in physical terms in 2007-2013\*, ths tons

Schedule 30. Dynamics of Russian footwear import in cost terms by months in 2009-October 2013, mln dollars

Schedule 31. Dynamics of Russian footwear import in physical terms by months in 2009 - October 2013, tons

Table 19. Volumes of Russian footwear import by supplying countries in 2007-2013 (actual for 01.11.2013), ths dollars

Table 20. Volumes of Russian footwear import by supplying countries in 2007-2013 (actual for 01.11.2013), tons

Diagram 41. Structure of Russian import in physical terms by countries of origin in 2013, %

Diagram 42. Structure of Russian footwear import by countries of origin in cost terms in 2013, %

Schedule 32. Dynamics of Russian genuine leather footwear import in physical terms in 2007-2013\*, tons



Schedule 33. Dynamics of Russian genuine leather footwear import in cost terms in 2007-2013\*,  
ths dollars

Table 22. Volumes of Russian genuine leather footwear import in physical terms in 2007-2013  
(actual for 01.11.2013), tons

Table 23. Volumes of Russian genuine leather footwear import by supplying countries in 2007-  
2013, ths dollars

Diagram 43. Structure of Russian genuine leather footwear import by countries of origin in  
physical terms in 2013, %

Diagram 44. Structure of Russian genuine leather footwear import by countries of origin in cost  
terms in 2013, %

Schedule 34. Volumes of Russian textile footwear import in physical terms in 2007-2013\*, tons

Schedule 35. Volumes of Russian textile footwear import in cost terms in 2007-2013\*, ths dollars

Table 24. Volumes of Russian textile footwear import by supplying countries in 2007-2013  
(actual for 01.11.2013), tons

Table 25. Volumes of Russian textile footwear import by supplying countries in 2007-2013  
(actual for 01.11.2013), ths dollars

Diagram 45. Structure of Russian textile footwear import by countries of origin in physical terms  
in 2013 (actual for 01.12.2013), %

Diagram 46. Structure of Russian textile footwear import by countries of origin in cost terms in  
2013 (actual for 01.12.2013), %

Schedule 36. Dynamics of Russian rubber and rubberized footwear import in physical terms in  
2007-2013\*, tons

Schedule 37. Dynamics of Russian rubber and rubberized footwear import in cost terms in 2007-  
2013\*, ths dollars

Table 26. Volumes of Russian rubber and rubberized footwear import by supplying countries in  
2007-2013 (actual for 01.11.2013), tons

Table 27. Volumes of Russian rubber and rubberized footwear import by supplying countries in  
2007 – 2013 (actual for 01.11.2013), ths dollars

Diagram 47. Structure of Russian rubber and rubberized footwear import by countries of origin in  
physical terms in 2013, %

Diagram 48. Structure of Russian rubber and rubberized footwear import by countries of origin in  
cost terms in 2013, %

Schedule 38. Dynamics of Russian import of components for footwear production in 2007-2013\*,  
tons

Schedule 39. Dynamics of Russian import of components for footwear production in 2007-2013\*,  
ths dollars

Table 28. Volumes of Russian import of components for footwear production by supplying  
countries in 2007-2013 (actual for 01.11.2013), tons

Table 29. Volumes of Russian import of components for footwear production by supplying countries in 2007-2013 (actual for 01.11.2013), ths dollars

Diagram 49. Structure of Russian import of components for footwear production by countries of origin in physical terms in 2013, %

Diagram 50. Structure of Russian import of components for footwear production by countries of origin in cost terms in 2013, %

## 15. ANALYSIS OF RUSSIAN FOOTWEAR EXPORT

Diagram 51. Structure of footwear export from Russia in physical terms in 2013, %

Diagram 52. Structure of footwear export from Russia in cost terms in 2013, %

Schedule 40. Dynamics of Russian footwear export in physical terms in 2007-2013\*, tons

Schedule 41. Dynamics of Russian footwear export in cost terms in 2007-2013\*, ths dollars

Schedule 42. Dynamics of Russian footwear export in physical terms by months in 2009 - October 2013, tons

Schedule 43. Dynamics of Russian footwear export in cost terms by months in 2009 - October 2013, ths dollars

Table 30. Volumes of Russian footwear export by countries of destination in 2007-2013 (actual for 01.11.2013), tons

Table 31. Volumes of Russian footwear export by countries of destination in 2007-2013 (actual for 01.11.2013), ths dollars

Diagram 53. Structure of Russian footwear export by countries of destination in physical terms in 2013, %

Diagram 54. Structure of Russian footwear export by countries of destination in cost terms in 2013, %

## 16. PRODUCER PRICES FOR FOOTWEAR

Schedule 44. Dynamics of average producer prices for textile footwear (without sport) in RF in 2007-2013, rub/pair

Schedule 45. Dynamics of average producer prices for textile footwear (without sport) in RF by months in 2010- 2013 (actual for 01.12.2013), rub/pair

Table 32. Average producer prices for textile footwear (without sport) in RF by months in 2007-2013, rub/pair

Schedule 46. Dynamics of average producer prices for sport footwear in RF in 2007-2013, rub/pair

Schedule 47. Dynamics of average producer prices for sport footwear in RF by months in 2010-2013 (actual for 01.12.2013), rub/pair

Table 33. Average producer prices for sport footwear in RF by months in 2007-2013, rub/pair

Schedule 48. Dynamics of average producer prices for leather footwear in RF in 2007-2013, rub/pair

Schedule 49. Dynamics of average producer prices for leather footwear in RF by months in 2010 - 2013, rub/pair

Table 34. Average producer prices for leather footwear in RF by months in 2007-2013, rub/pair  
Schedule 50. Dynamics of average producer prices for waterproof footwear in RF in 2007-2013, rub/pair

Schedule 51. Dynamics of average producer prices for waterproof footwear in RF by months in 2010-2013, rub/pair

Table 35. Average producer prices for waterproof footwear in RF by months in 2007-2013, rub/pair

## **17. RETAIL PRICES FOR FOOTWEAR**

Table 36. Average retail prices for footwear in Russia in 2007-2013, rub/pair

Schedule 44. Средние розничные цены на зимнюю обувь в России в феврале 2011 года, руб./пара

Schedule 52. Average retail prices for summer and autumn footwear in Russia in November 2013, rub/pair

Schedule 53. Average retail prices for sport footwear in Russia in November 2013, rub/pair

Schedule 54. Average retail prices for waterproof footwear in Russia in November 2013, rub/pair

Schedule 55. Average retail prices for indoor footwear in Russia in November 2013, rub/pair

## **18. FOOTWEAR SALE CHANNELS IN RUSSIA**

Diagram 55. Structure of consumer preferences by footwear brands in 2013, %

Table 37. Largest online shops of clothes and footwear in 2013

## **19. FRANCHISING ON RUSSIAN FOOTWEAR MARKET**

Table 25. Cost of franchise of certain footwear retail networks in the beginning of 2014, the dollars

## **20. ANALYSIS OF CONSUMER PREFERENCES ON FOOTWEAR MARKET**

Diagram 56. Structure of consumer preferences by footwear brands in 2013, %

## **21. PROFILES OF THE LARGEST ENTERPRISES BY FOOTWEAR PRODUCTION**

Table 38. Number of personnel of «Muya Production» LLC, people

Table 39. Shareholders of «Muya Production» LLC

Table 40. Production volumes of «Muya Production» LLC

Table 41. Balance sheet of «Muya Production» LLC, the rubles

Table 42. Profit and loss statement of «Muya Production» LLC, the rubles

Table 43. Cash flow statement of «Muya Production» LLC, the rubles

Table 44. Financials of «Muya Production» LLC

Table 45. Number of personnel of «Unichel» footwear company» JSC, people

Table 46. Shareholders of «Unichel» footwear company» JSC

Table 47. Subsidiaries of «Unichel» footwear company» JSC

Table 48. Production volumes of «Unichel» footwear company» JSC

Table 49. Balance sheet of «Unichel» footwear company» JSC, the rubles

Table 50. Profit and loss statement of «Unichel» footwear company» JSC, the rubles

Table 51. Cash flow statement of «Unichel» footwear company» JSC, the rubles

Table 52. Financials of «Unichel» footwear company» JSC

Table 53. Number of personnel of «Trade and industrial company «Tszisin» LLC, people

Table 54. Shareholders of «Trade and industrial company «Tszisin» LLC

Table 55. Subsidiaries of «Trade and industrial company «Tszisin» LLC

Table 56. Production volumes of «Trade and industrial company «Tszisin» LLC

Table 57. Balance sheet of «Trade and industrial company «Tszisin» LLC, ths rubles

Table 58. Profit and loss statement of «Trade and industrial company «Tszisin» LLC, ths rubles

Table 59. Cash flow statement of «Trade and industrial company «Tszisin» LLC, ths rubles

Table 60. Number of personnel of «Ralf Ringer» JSC, people

Table 61. Shareholders of «Ralf Ringer» JSC

Table 62. Subsidiaries of «Ralf Ringer» JSC

Table 63. Production volumes of «Ralf Ringer» JSC

Table 64. Balance sheet of «Ralf Ringer» JSC, ths rubles

Table 65. Profit and loss statement of «Ralf Ringer» JSC, ths rubles

Table 66. Cash flow statement of «Ralf Ringer» JSC, ths rubles

Table 67. Financials of «Ralf Ringer» JSC

Table 68. Number of personnel of «Forio» LLC, people

Table 69. Shareholders of «Forio» LLC

Table 69. Production volumes of «Forio» LLC

## **22. FORECAST OF RUSSIAN FOOTWEAR MARKET DEVELOPMENT FOR 2014-2016**

Schedule 56. Dynamics of Russian footwear production volume in 2008-2013 and forecast for 2014-2016, mln pairs

Diagram 57. Dynamics of import content on the Russian footwear market in cost terms in 2009-2013\* and forecast for 2014-2016, %

Schedule 57. Dynamics of leather footwear retail sales in Russia in 2009-2013\* and forecast for 2014-2016 billion rubles

## ABOUT INTESCO RESEARCH GROUP

**INTESCO RESEARCH GROUP** is the analytical agency, specializing in development of high-quality business plans, feasibility studies and marketing researches on federal and Regional levels. We provide our clients with up-to-date and accurate information, professional recommendations for conducting business.

All works of **INTESCO RESEARCH GROUP** are based on the proven investigation methods. When conducting marketing researches and developing the business plans the agency applies the worldwide accepted methods of investments efficiency evaluation and they are based on the Russian and international quality standards.

Analysts of **INTESCO RESEARCH GROUP** are the graduates of the leading Moscow institutions of higher education (Moscow State University, Moscow Institute of Physics and Technology, Russian academy of economics named after Plekhanov, Higher School of Economics, State University of Economics and Finance) and have deep knowledge in marketing, methods of marketing research arrangement, investment projects efficiency evaluation, preparing the analytical reports and business-forecasting.

Professional approach and service, high-quality specialists, deep knowledge of various markets, broad design experience and constant improvement allow the **INTESCO RESEARCH GROUP** to provide the high-quality service to all the clients.

Information from our reports is published in the largest Russian newspapers and magazines: “Vedomosti”, “Kommersant-Dengi”, “Rossiyskaya gazeta”, “Forbes”, “Russian Food Market”, “FoodService”, “MAXIM”, “Partner: myasopererabotka”, “Moe delo. Magazin”, “Odnako”, “Khlebopekarnoe proizvodstvo”, “Producty i Pribyl”, “Konditerskaya sfera/khlebopechenie”, “Tsenovik”, “RBK daily”, “Unipack.Ru”, etc.



## OUR CLIENTS



**PURPOSE OF OUR COMPANY IS TO ENSURE THE SUCCESSFUL  
IMPLEMENTATION OF BUSINESS PROJECTS OF OUR CLIENTS**

**E-mail: [info@i-plan.ru](mailto:info@i-plan.ru)**

**Web-site: [www.i-plan.ru](http://www.i-plan.ru)**

**Tel.: +7 (495) 212-91-91**