



**Intesco
Research
Group**

KETCHUP AND TOMATO SAUCE. RUSSIAN MARKET OF KETCHUP AND TOMATO SAUCE



MOSCOW 2012

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ABOUT INTESCO RESEARCH GROUP COMPANY

RESEARCH METHODOLOGY

Subject of research:

MARKET OF KETCHUP AND TOMATO SAUCES

Goal of research:

EVALUATION OF THE RUSSIAN MARKET AND FORECAST OF ITS
DEVELOPMENT FOR 2011-2014

Regions of research:

RUSSIA AND REGIONS OF RF

Main blocks of research:

VOLUME OF THE RUSSIAN MARKET OF KETCHUP AND TOMATO SAUCE
TRENDS ON THE RUSSIAN MARKET OF KETCHUP AND TOMATO SAUCE
FACTORS, INFLUENCING THE DEVELOPMENT OF THE RUSSIAN MARKET OF
KETCHUP AND TOMATO SAUCE

THE LARGEST PLAYERS ON THE MARKET OF KETCHUP AND TOMATO
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THE LARGEST RUSSIAN PRODUCERS OF KETCHUP AND TOMATO SAUCE

ANALYSIS OF RUSSIAN IMPORT OF KETCHUP AND TOMATO SAUCE

ANALYSIS OF RUSSIAN EXPORT OF KETCHUP AND TOMATO SAUCE

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RETAIL PRICES FOR KETCHUP AND TOMATO SAUCE IN RUSSIA

CONSUMER PREFERENCES ON THE MARKET OF KETCHUP AND TOMATO
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FORECAST OF RUSSIAN MARKET OF KETCHUP AND TOMATO SAUCE
DEVELOPMENT FOR 2011-2014

Largest Russian companies with profiles:

«Petroproduct-Otradnoe» LLC

«Baltimor-Neva» JSC

«Essen Production AG» JSC

«Baltimore-Krasnodar» LLC

«Kazan zhirovoy combinat» JSC

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

Information sources used:

Federal State Statistics Service

Economic Development Ministry

Federal Customs Service

Federal Tax Service

Field expert evaluations

Materials of the field's main players

Field print and electronic publications

The research contains 48 schedules, 21 diagram, 52 tables.

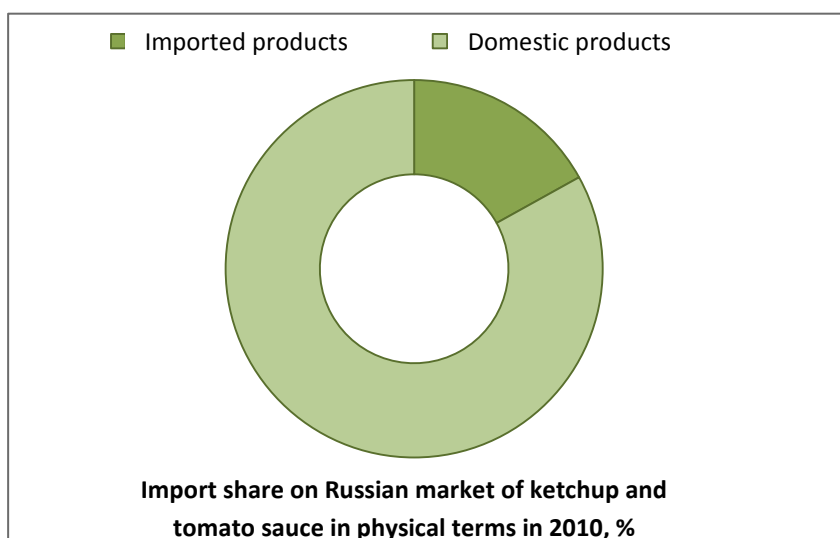
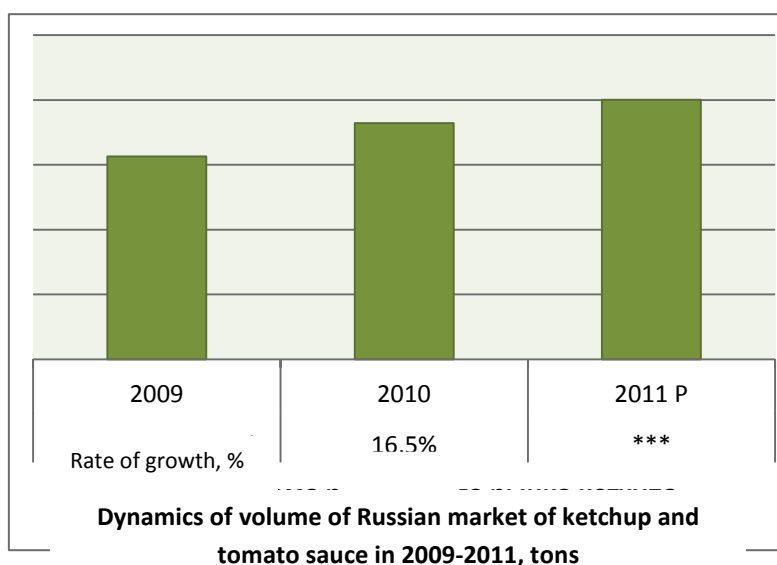
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VOLUME OF RUSSIAN MARKET OF
KETCHUP AND TOMATO SAUCE

During 2009-2010 volume of Russian market of ketchup and tomato sauce had been growing. According to Intesco Research Group, in 2010 it amounted to *** tons, and increased by **%.

In cost terms, according to Intesco Research Group, in 2009 domestic market of ketchup and tomato sauce reached the parameter of ** billion rubles, or ** mln dollars, and in 2010 it increased by **% to ** billion rubles.



Import volume of ketchup and tomato sauce on domestic market in 2010 amounted to ** ths tons, that amounts to **% of the volume of domestic market.

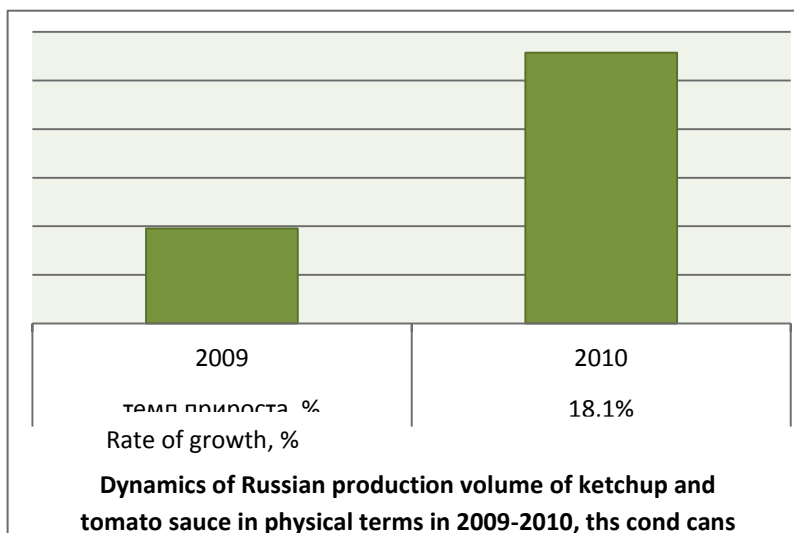
The largest supplying countries in physical terms in 2010 were ***, ***, and Vietnam,

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PRODUCTION OF KETCHUP AND TOMATO SAUCE

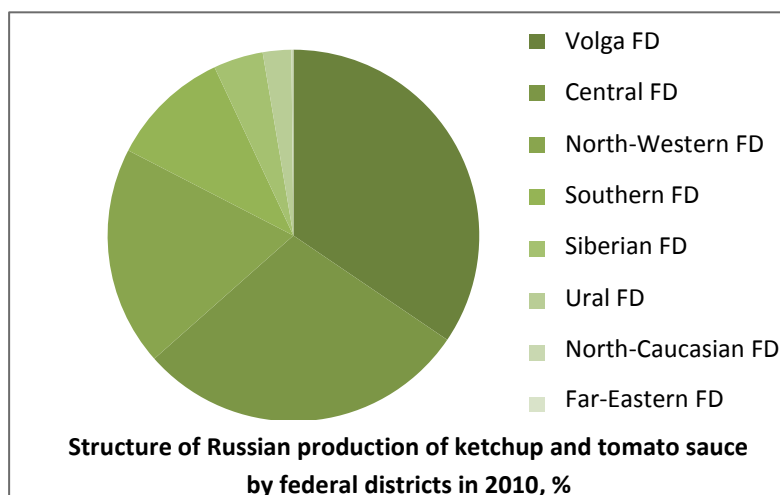
According to Federal State Statistics Service, production volume of ketchup and tomato sauce in physical terms in 2010 amounted to ** ths cond cans, that is by ** % more than the same parameter in 2009.

The leaders by the production volumes of ketchup and tomato sauce in 2010 were **.



In 2010 Volga FD produced **% of Russian ketchup and tomato sauce, Central FD –

%. North-Western FD ranked third with the share of **%. Southern FD is characterized by comparatively less production volume (%), Siberian FD (** %), Ural FD (**%).



shares.

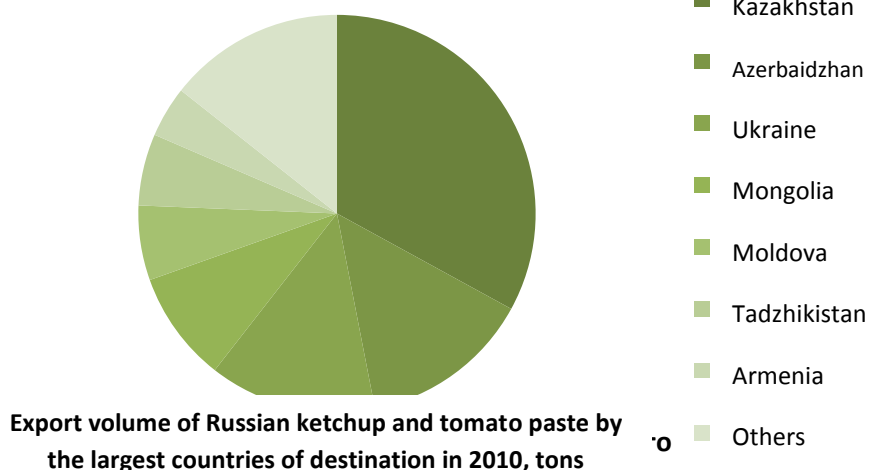
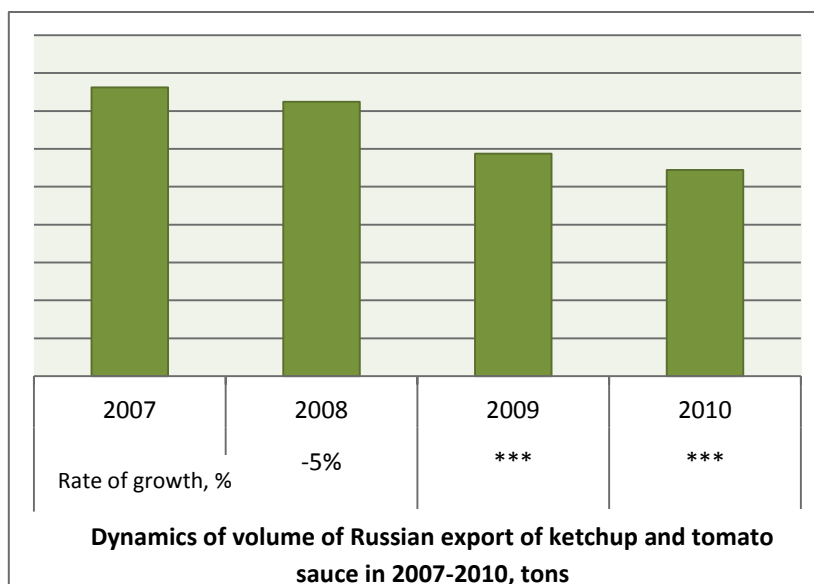
In the structure of domestic production of ketchup and tomato sauce in 2009-2010 Volga FD (from ** % to ** %), Central FD (from ** % to ** %), North-Western FD (from ** % to **%) increased their

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EXPORT OF KETCHUP AND
TOMATO SAUCE

During 2007-2010 volume of Russian export of ketchup and tomato sauce decreased. The strongest decrease of rate of growth of this parameter was observed in 2009, it amounted to ** %.

In 2010 the trend to decrease of export remained, because ** tons of ketchup and tomato sauce were exported that is by ** % less than the same parameter of the previous year.



In 2010 the largest consumers of domestic ketchup and tomato sauce in physical terms were **, ** and Ukraine. Export in these countries amounted to ***, *** and *** tons respectively.

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ABOUT INTESCO RESEARCH GROUP COMPANY P

ABOUT INTESCO RESEARCH GROUP COMPANY

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