



**Intesco  
Research  
Group**

# WALLPAPER. RUSSIAN MARKET OF WALLPAPER



MOSCOW 2012

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**Subject of research:**

WALLPAPER MARKET

**Goal of research:**

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

**Regions of research:**

RUSSIA

REGIONS OF RF

**Main blocks of research:**

VOLUME OF THE RUSSIAN WALLPAPER MARKET

TRENDS ON THE RUSSIAN WALLPAPER MARKET

FACTORS INFLUENCING THE WALLPAPER MARKET

RAW-MATERIALS BASE

WALLPAPER PRODUCTION

ANALYSIS OF THE RUSSIAN IMPORT OF WALLPAPER

ANALYSIS OF THE RUSSIAN EXPORT OF WALLPAPER

PRODUCER PRICES FOR WALLPAPER IN RUSSIA

RETAIL PRICES FOR WALLPAPER IN RUSSIA

CONSUMER PREFERENCES ON THE WALLPAPER MARKET

FORECAST OF THE RUSSIAN WALLPAPER MARKET DEVELOPMENT FOR 2011-2014

**Profiles are made for the following largest Russian enterprises:**

«KOF «Palitra» LLC

«Saratovskieoboi» OJSC

«Erismann» LLC

«Mayakprint» LLC

«Turinsky pulp-and-paper mill» CJSC



Information about the main factories' production volume, financials of activity, balance sheet, profit and loss statements, cash flow statements, subsidiaries and some other information is also presented.

**The sources of information, which are used in the research:**

The Federal State Statistics Service

The Ministry of Economic Development of RF

The Federal Customs Service

The Federal Tax Service

Industry experts' estimates

Data of the main players of the branch

Printed and electronic publications of the branch

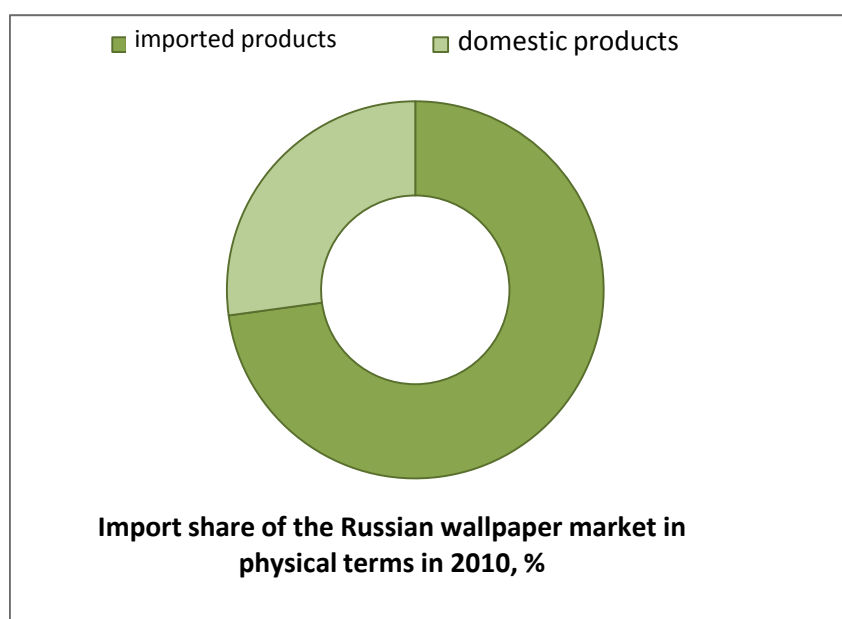
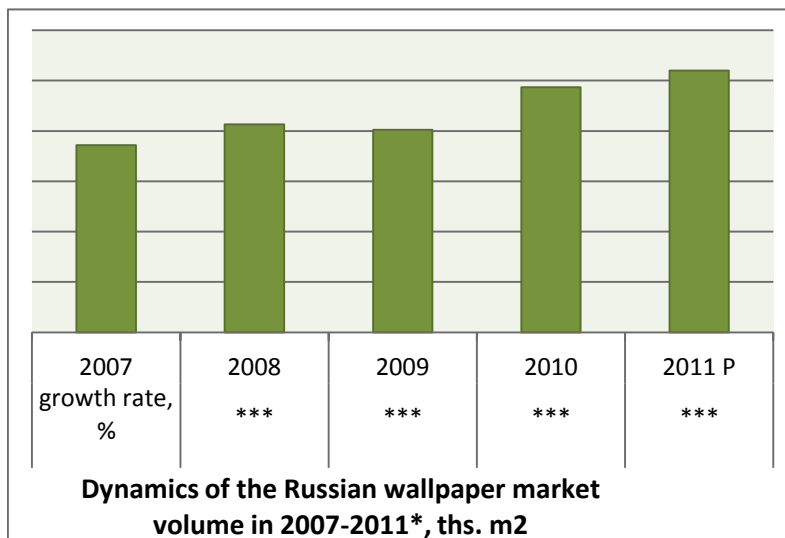
**The research contains 77 schedules, 53 diagrams, 66 tables.**

## EXTRACTS FROM RESEARCH

## CHAPTER 3

## VOLUME OF THE RUSSIAN WALLPAPER MARKET

According to Intesco Research Group data, in 2010 the volume of the domestic wallpaper market in physical terms amounted to \*\*\* \*\* bln. m2, having increased by \*\*% in comparison with that of 2009. The expected parameter in 2011 amounts to \*\*\* \*\* bln. m2, that is by \*\*% more than the market volume last year.



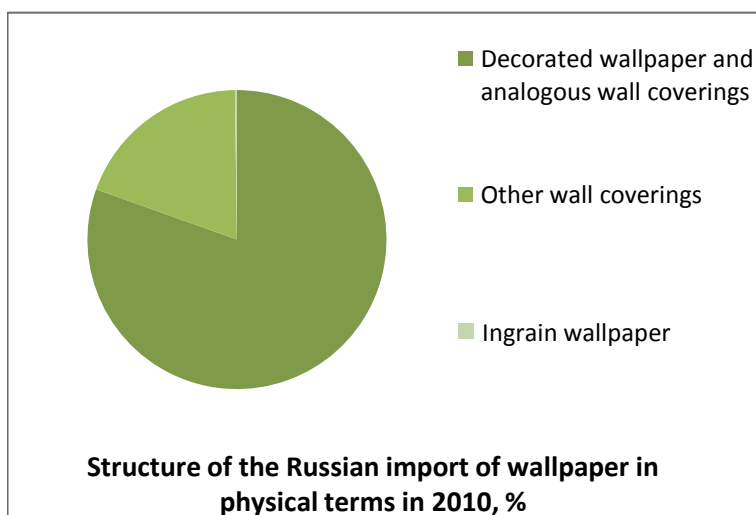
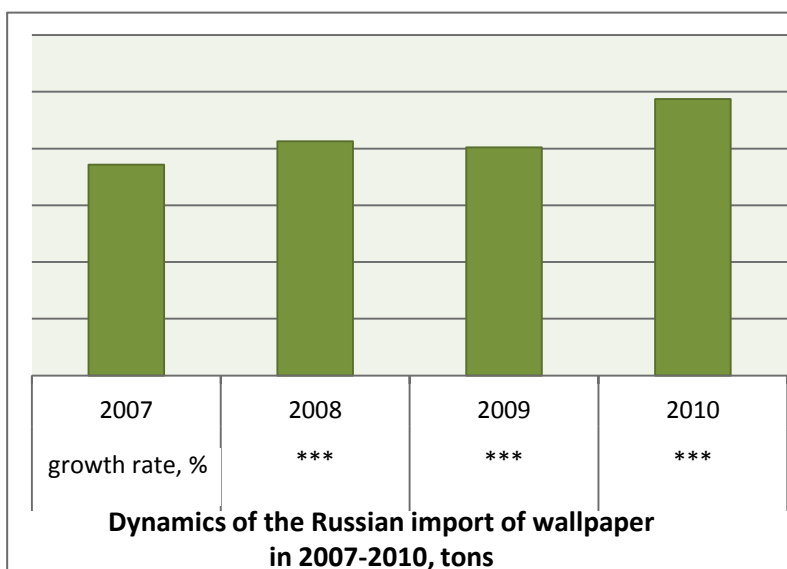
\*\*\*\*\* ths. m2 of wallpaper were imported to Russia in 2010, that amounted to \*\* % of the domestic market volume in physical terms.

## CHAPTER 9

## IMPORT OF WALLPAPER

According to Federal State Statistics Service data, in 2010 in physical terms the import of wallpaper amounted to \*\*\* tons, that is by \*\*\*% more than that of 2009.

Last year Ukraine (\*\*\* tons), Germany (\*\*\* tons) and Italy (\*\*\* tons) were the largest countries of origin of imported wallpaper.



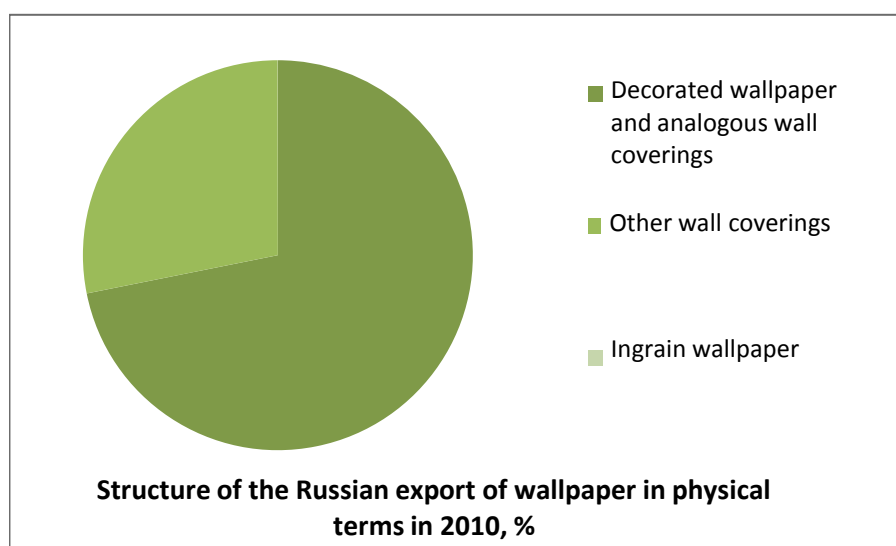
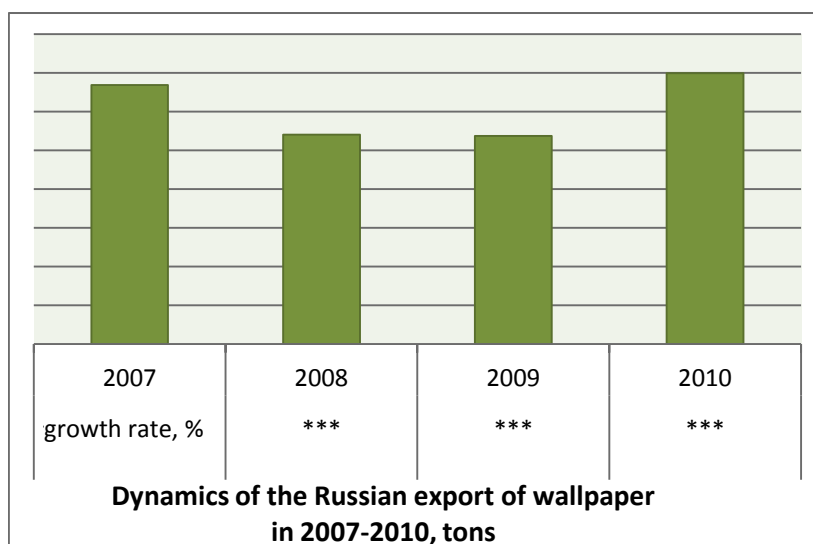
In 2010 the largest share in the structure of wallpaper import in physical terms was occupied by decorated wallpaper and analogous wall coverings (\*\*\*%), the smallest share – by ingrain wallpaper.

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According to Federal State Statistics Service data, at year-end results of 2010 the export of wallpaper in physical terms amounted to \*\*\* tons, that is by \*\*\*% more than that of 2009.

Last year Kazakhstan (\*\*\* tons), Ukraine (\*\*\* tons) and Azerbaijan (\*\*\* tons) became the largest destination countries of domestic wallpaper.



At year-end results of 2010 the main share in the structure of wallpaper import to Russia in physical terms was occupied by decorated wallpaper and analogous wall coverings (\*\*\*%), while other wall coverings occupied the share of less than one third of all the deliveries.

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#### **INFORMATION ABOUT INTESCO RESEARCH GROUP COMPANY**

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**INTESCO RESEARCH GROUP** is the analytical group, having its principal directions of activity in development of high-quality business plans, feasibility studies and marketing researches of both Russia's and regional markets of RF. We provide our clients with up-to-date and accurate information, professional recommendations for conducting business.

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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.

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## OUR CLIENTS



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