



**Intesco
Research
Group**

CEREAL FLAKES AND RUSSIAN MARKET OF CEREAL FLAKES



MOSCOW 2012

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ABOUT INTESCO RESEARCH GROUP

RESEARCH METHODOLOGY

Subject of research:

CEREAL FLAKES MARKET

Goal of research:

EVALUATION OF THE RUSSIAN MARKET AND FORECAST OF ITS DEVELOPMENT FOR 2012-2015

Regions of research:

RUSSIA

REGIONS OF RF

Main blocks of research:

VOLUME OF THE RUSSIAN CEREAL FLAKES MARKET

CEREAL FLAKES PRODUCTION IN RUSSIA

ANALYSIS OF THE RUSSIAN CEREAL FLAKES IMPORT

ANALYSIS OF THE RUSSIAN CEREAL FLAKES EXPORT

PRODUCER PRICES FOR CEREAL FLAKES IN RUSSIA

RETAIL PRICES FOR CEREAL FLAKES IN RUSSIA

THE LARGEST RUSSIAN PRODUCERS OF CEREAL FLAKES

TRENDS ON THE RUSSIAN MARKET OF CEREAL FLAKES

FORECAST OF THE RUSSIAN CEREAL FLAKES MARKET DEVELOPMENT FOR 2012-2015

The largest companies with profiles:

«ARCHEDA-PRODUCT» LLC

«KOROTOYAKSKIY ELEVATOR» JSC

«HERCULES» JSC

«KOSTROMSKOY KOMBINAT KHLEBOPRODUKTOV» JSC

«PETERBURGSKIY MELNICHNIY KOMBINAT» JSC

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 RF

Federal Customs Service

Federal Tax Service

Field expert evaluations

Reports on retailing

Materials of the field's main players

Field print and electronic publications

The research contains 30 schedules, 8 diagrams and 48 tables.

EXTRACTS FROM RESEARCH

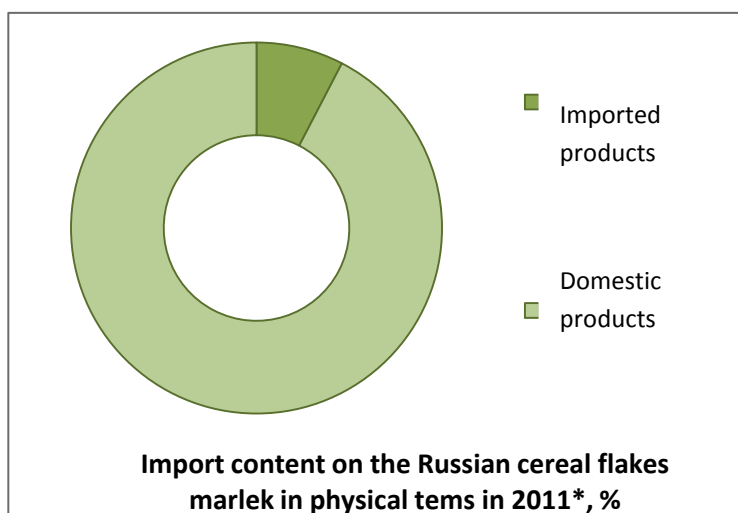
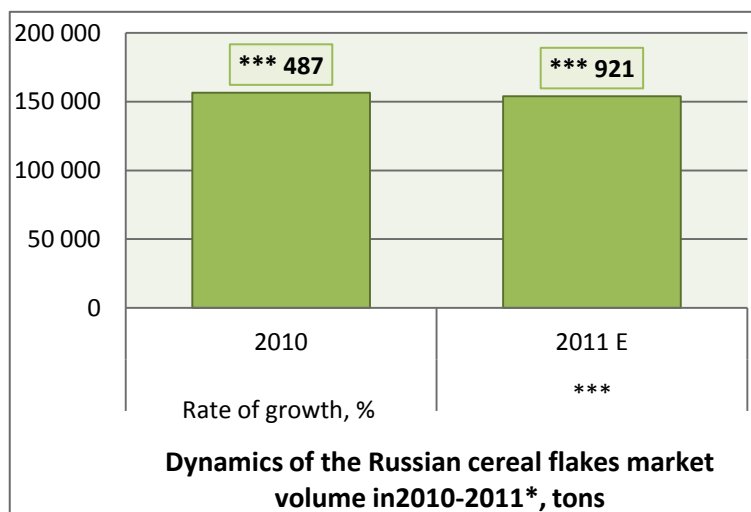
CHAPTER 3

VOLUME OF THE RUSSIAN CEREAL FLAKES MARKET

In 2011 volume of the Russian cereal flakes market decreased by **% to *** 921 tons, according to Intesco Research Group, due to the increase of export supplies on the territory of Ukraine.

The most part of the cereals on the Russian market is represented by oats, about one third of oats is accounted for flakes. Oat flakes Hercules form about 7,8% of total cereals sales.

In 2011, every citizen of Russia accounted for slightly more than 1 kg of cereal flakes.



According to Intesco Research Group, in 2011 import content of the cereal flakes market amounted to **%. The most part of the products is imported from Finland, less – from Lithuania.

CHAPTER 5

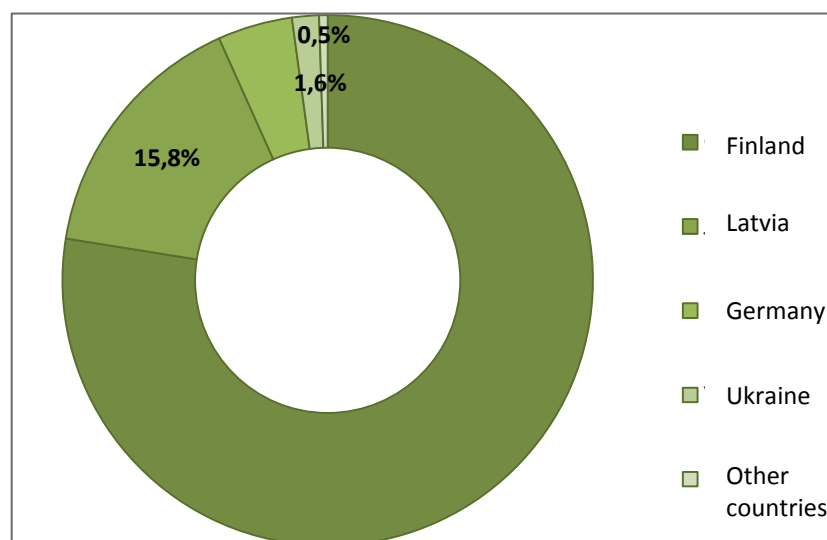
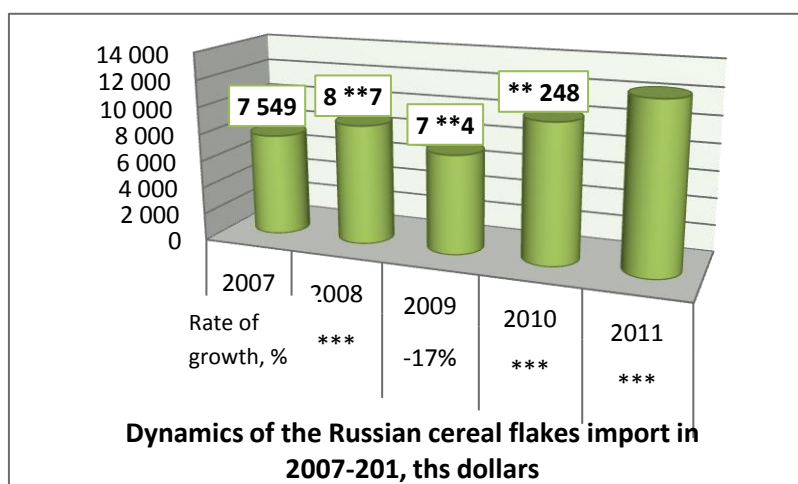
ANALYSIS OF THE RUSSIAN
CEREAL FLAKES IMPORT

In 2009 import decline in cost terms amounted to about **%. Products for ** mln dollars were imported on the territory of Russia. It should be mentioned that in 2008 when supplies volumes decreased by more than 10%, their price increased by 17% *7%.

During the last two years cereal flakes import volume increased by 68%: from 7,3 mln dollars in 2009 to ** mln dollars in 2011.

In 2011 the leader by cereal flakes import in cost terms was Finland.

Compared to 2010 the growth amounted to 20%. At the same time import volume from Latvia decreased by 12%. German producers gained *** ths dollars from sales of their products to Russian consumers.



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LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

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ABOUT INTESCO RESEARCH GROUP

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**