



**Intesco
Research
Group**

MOSCOW RESTAURANTS AND MOSCOW RESTAURANTS MARKET – 2012



MOSCOW 2012

CONTENTS

CONTENTS.....	3
RESEARCH METHODOLOGY.....	7
EXTRACTS FROM RESEARCH.....	9
LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES.....	12
ABOUT INTESCO RESEARCH GROUP.....	16

CONTENTS

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. SOCIO-DEMOGRAPHIC CHARACTERISTICS OF MOSCOW CONSUMERS

1.1. Dynamics of population

1.2. Living standards dynamics

2. SUBJECT OF RESERCH

2.1. Types of carting facilities

2.2. Types of services of carting facilities

2.3. Classification of restaurants

3. VOLUME OF MOSCOW CARTIND MARKET

3.1. Dynamics of market volume by years

3.2. Dynamics of market volume by months

3.3. Structure of market by federal districts

3.4. Structure of market volume by types of facilities

4. RESTAURANTS IN THE STRUCUTRE OF MOSCOW CARTING FACILITIES

4.1. The number of Moscow carting facilities

4.2. Seats in public carting facilities

4.3. Share of restaurants among Moscow carting facilities

5. TRENDS ON MOSCOW MARKET OF RESTAURANTS

6. FACTORS AFFECTING MOSCOW MARKET OF RESTAURANTS

7. ANALYSIS OF COMPETITION ON RESTAURANT MARKET

7.1. Largest restaurants of Russia

7.2. Ratings of Moscow restaurants by popularity

7.3. The most popular cuisines in Moscow restaurants

7.4. Marketing methods used by Moscow restaurateurs

8. GEOGRAPHIC LOCATION OF MOSCOW RESTAURANTS AND THEIR WORKING HOURS

8.1. Geographic location of Moscow restaurants

By administrative districts of Moscow

By districts of Moscow

8.2. Working hours of Moscow restaurants

9. PRICE SEGMENTATION OF MOSCOW RESTAURANTS

10. STRUCTURE OF MOSCOW RESTAURANTS BY TYPE AND CUISINE

10.1. Representation of cuisines in Moscow restaurants

10.2. Special menu in Moscow restaurants

10.3. Distribution of Moscow restaurants by types

11. SEGMENTATION OF MOSCOW RESTAURANTS BY AVAILABILITY OF ADDITIONAL ROOMS

11.1. Rooms for VIP-clients

VIP-halls

11.2. Rooms for smokers and non-smokers

Tables for non-smokers

Cigar room

11.3. Dancing rooms

Dance-floor

Discotheque

11.4. Other rooms

Summer terrace

Beer hall

12. SEGMENTATION OF MOSCOW RESTAURANTS BY ACCEPTANCE OF CREDIT CARDS

12.1. Credit cards Visa

12.2. Credit cards Master / Eurocard

12.3. Credit cards American Express

12.4. Credit cards Diner Club

12.5. Credit cards Maestro

12.6. Credit cards Union

13. SERVICES FOR CHILDREN IN MOSCOW RESTAURANTS

13.1. Availability of children's room

13.2. Ability to organize children's parties

13.3. Availability of children's menu

14. RESEARCH OF MOSCOW RESTAURANTS BY AVAILABILITY OF ENTERTAINMENTS

14.1. Sport entertainments

Billiards

Betting house

Chess, backgammon

Other table games

14.2. Musical entertainments

«Live music»

Karaoke

Concerts

14.3. Video-entertainments

Satellite TV

Video

Sport on big screen

14.4. Other entertainments

Wi-Fi

Hookah

Hookah

Striptease

15. VISITING OF RESTAURANTS BY THE CITIZENS OF MOSCOW

15.1. Preferences of consumers by types of catering facilities in the cities of Russia

15.2. Frequency of visiting of restaurants by the citizens of Moscow

15.3. Reasons of visiting of restaurants

15.4. Preferences by cuisine of restaurants

16. FORECAST OF MOSCOW CARTING MARKET DEVELOPMENT

ABOUT INTESCO RESEARCH GROUP

RESEARCH METHODOLOGY

Subject of research:

RESTAURANTS MARKET

Goal of research:

EVALUATION OF THE CURRENT STATE AND DYNAMICS OF MARKET

Region of research:

MOSCOW

Main blocks of research:

VOLUME OF MOSCOW CARTING MARKET
RESTAURANTS IN THE STRUCTURE OF MOSCOW CARTING FACILITIES
TRENDS ON MOSCOW RESTAURANTS MARKET
FACTORS AFFECTING MOSCOW RESTAURANTS MARKET
ANALYSIS OF COMPETITION ON MOSCOW RESTAURANTS MARKET
RATING OF MOSCOW RESTAURANTS
SEGMENTATION OF MOSCOW RESTAURANTS
FORECAST OF MOSCOW RESTAURANTS MARKET

Moscow restaurants are considered by the following parameters:

GEOGRAPHIC LOCATION
PRICE SEGMENTATION
WORKING HOURS
FREQUENTLY REPRESENTED QUISINES
AVAILABILITY OF BUSINESS LUNCH
AVAILABILITY OF ADDITIONAL ROOMS
AVAILABILTY OF SERVICES FOR CHILDREN
TAKING OF DIFFERENT CREDIT CARDS
AVAILABILITY OF ENTERTAINMENTS

Information sources used in research:

Federal State Statistics Service
Date of regional authorities
Evaluations of experts

Materials of field organizations

Printed and electronic business and specialized publications

Materials of manufacturing companies and market participants

The research contains 42 diagrams, 21 schedule, 7 tables and 3 schemes.

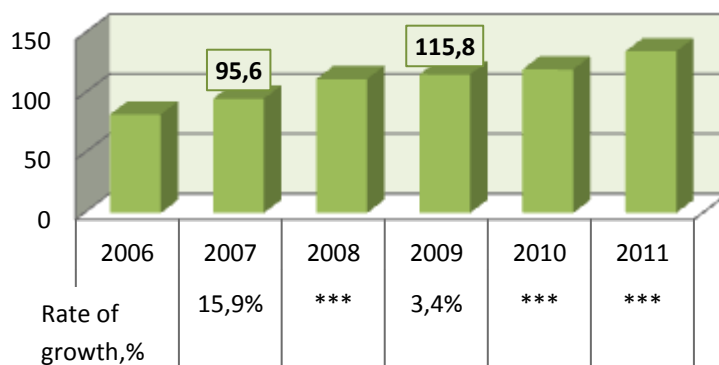
EXTRACTS FROM RESEARCH

CHAPTER 3

VOLUME OF MOSCOW
CATERING MARKET

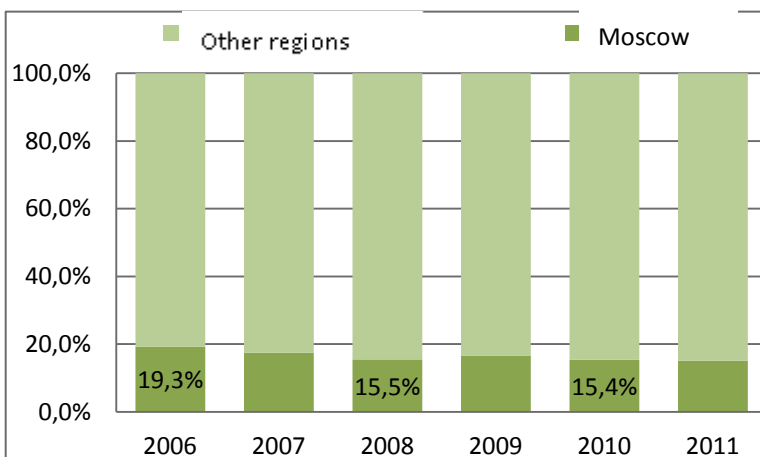
Volume of Moscow catering market in 2009 amounted to 115,8 bln. rbs. Rate of growth per year was 3,4%.

By the end of 2011 catering market turnover reached *** bln. rbs, that is by **,6% more, than the same rate in 2010.



Dynamics of Moscow catering market turnover in 2006-2011, bln. rbs.

If we consider the share of Moscow in the total volume of Russian catering market in dynamics,



Change of share of Moscow in Russian catering turnover in 2006-2011, %

one can observe a trend to decrease of the rates. From 2006 to 2011 it declined by **%. Crisis 2009 was out of dynamics, when Moscow catering market was steadier than regional markets, therefore continued to increase.

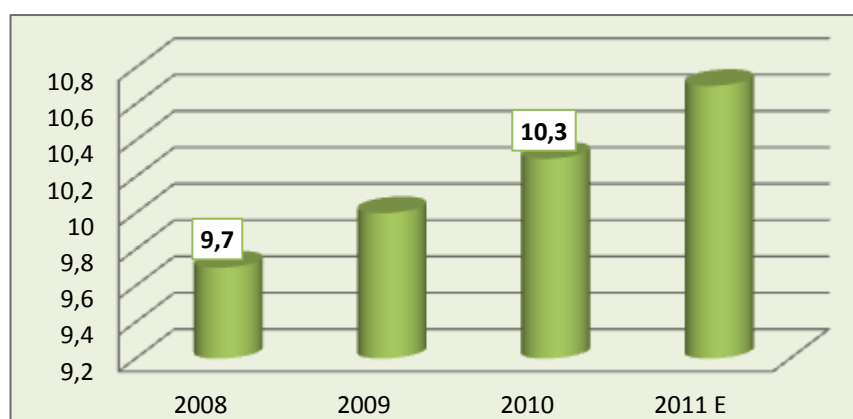
CHAPTER 4

**RESTAURANTS IN THE
STRUCTURE OF MOSCOW
CATERING FACILITIES**

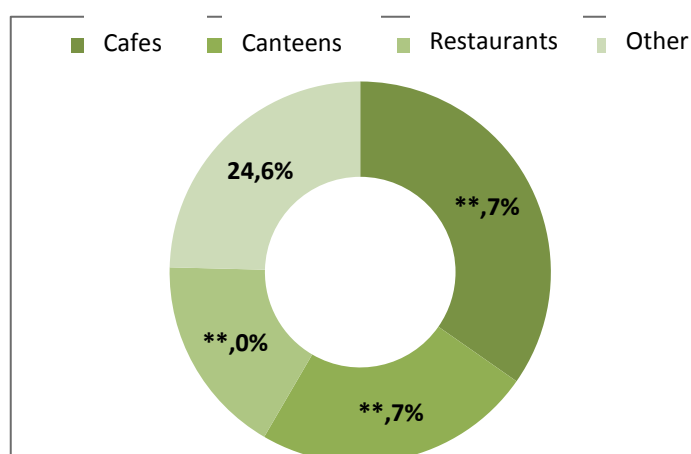
For 2009 more than 2,2 ths. new enterprises of consumer's market and services appeared in Moscow. By 2010 their number amounted to 10, 3 ths. objects.

If in 2009-2010 the number of enterprises increased by ** ths. objects, in 2011, according to subprogram “Development of wholesale and retail trade, catering and consumer services of Moscow for 2012-2016”, the increase was, according

to the experts of Intesco Research Group, ** ths. catering facilities.

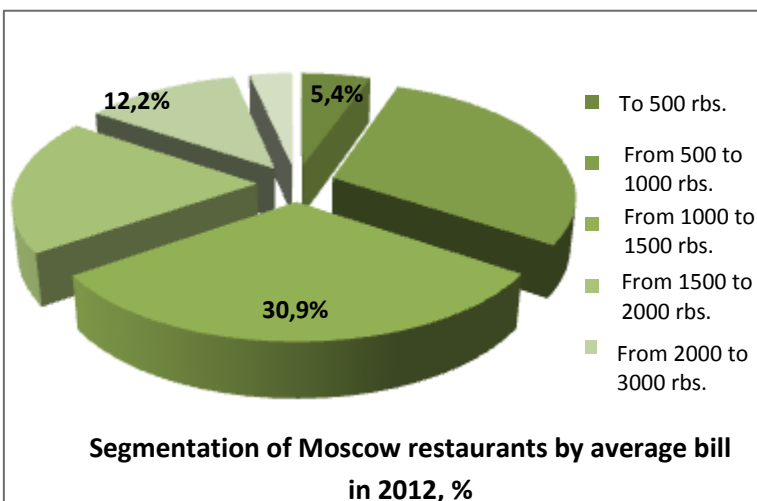


Dynamics of the number of Moscow catering facilities in 2008-2011, ths. objects



Share of restaurants among Moscow catering facilities in 2010, %

In 2010, restaurants in the structure of catering facilities of Moscow were **, 0%. By the prevalence they were on the third place in the capital, ahead of them were cafes and canteens. Cafes referred to **, 7% of facilities, for canteens – **, 7%

CHAPTER 9**PRICE SEGMENTATION OF MOSCOW RESTAURANTS**

According to Intesco Research Group data, almost every third restaurant of Moscow has an average bill from 500 to 1000 rubles. Almost 30% of restaurants have average prices from 1 000 to 1 500. In each fifth restaurant one can take a meal for 1 500-2 000 rubles. Average bill in 12,9% of restaurants is from 2 000 to 3 000 rubles. Visiting of **% of restaurants costs more

than 3 000 rubles per person.

In such a manner, the range of prices “to 500 rbs.” and “over 3 000 rbs.” are less popular among restaurants of the capital.

CHAPTER 12**SEGMENTATION OF MOSCOW RESTAURANTS BY TAKING OF CREDIT CARDS**

The most popular credit card in Moscow restaurants is Visa. In 2011 this card was taken in **% of considered facilities. Master/Eurocard ranks second with the rate of **%. Almost in each forth restaurant the bill can be paid by Diners Club card. One tenth of facilities take Union cards.



LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

METHODOLOGY OF RESEARCH

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. SOCIO-DEMOGRAPHIC CHARACTERISTICS OF MOSCOW CONSUMERS

Schedule 1. Dynamics of the constant population of Moscow as of the 1st January 2001-2012, mln. ppl.

Diagram 1. Structure of distribution of population of Moscow by federal districts in 2011, %

Schedule 2. Dynamics of constant population of Moscow region as of the 1st January in 2000-2012, mln ppl.

Schedule 3. Dynamics of monthly average salary of Moscow resident by years in 2002-2011, ths. rbs

Table 1. Monthly average salary of Moscow resident in general and in the cafes, restaurants by years in 2002-2011, rbs.

Schedule 4. Per capita personal income in Moscow in 2009-2010, rbs.

Table 2. Per capita personal income in Moscow by months in 2009-2011, rbs.

Schedule 5. Share of costs of Moscovites on eating out on the rate of per capita income in 2000-2010, %

2. SUBJECT OF RESEARCH

Scheme 1. Classification of restaurants by the range of sold products

Scheme 2. Classification of restaurants by their location

Scheme 3. Classification of restaurants by the level of service and range of services

3. VOLUME OF MOSCOW CATERING MARKET

Schedule 6. Dynamics of Moscow catering market turnover in 2006-2011, bln. rbs.

Schedule 7. Change of share of Moscow in catering market turnover of Russia in 2006-2011, %

Schedule 8. Dynamics of Moscow catering market turnover by months in 2010-201, bln. rbs.

Diagram 2. Structure of Moscow catering market turnover by administrative districts in cost terms in 2010, %

Diagram 3. Structure of Moscow catering market turnover by types of facilities in 2010

4. RESTAURANTS IN THE STRUCTURE OF MOSCOW CATERING FACILITIES

Schedule 9. Dynamics of the number of Moscow catering facilities in 2008-2011*, ths. objects

Dynamics 4. Share of catering facilities of open chain in the structure of Moscow catering facilities in 2010*, %

Schedule 10. Dynamics of the number of seats in Moscow catering facilities in 2007-2011 per 1 thousand residents

Schedule 11. The number of seats in Moscow catering facilities by administrative districts in 2010 per 1 thousand residents

Diagram 5. Share of restaurants among Moscow catering facilities in cost terms in 2010, %

Schedule 12. Dynamics of restaurants turnover in cost terms in 2007-2011, bln. rbs..

Table 3. Amount of performed works in cost terms by types of activity of catering facilities in 2007-2011, ths. rbs.

5. TRENDS ON MOSCOW RESTAURANTS MARKET

6. FACTORS AFFECTING MOSCOW RESTAURANTS MARKET

7. ANALYSIS OF COMPETITION ON RESTAURANTS MARKET

Table 4. Top-20 of the most popular restaurants of Moscow in March 2012

Table 5. Rating of the most popular new Moscow restaurants in March 2012

Diagram 6. Change of shares of the most popular cuisines in Moscow restaurants in 2011-2012, %

Table 6. Top-3 of Moscow restaurants by separate cuisines in 2012

8. GEOGRAPHIC LOCATION OF MOSCOW RESTAURANTS AND THEIR WORKING HOURS

Diagram 7. Structure of location of Moscow restaurants by administrative districts in 2011, %

Table 7. Structure of location of Moscow catering facilities by administrative districts in 2011, %

Schedule 13. Districts of Moscow with the most number of restaurants in 2010 %, of total amount

Diagram 8. Share of Moscow catering facilities, working round the clock at the beginning of 2012, %

9. PRICE SEGMENTATION OF MOSCOW RESTAURANTS

Table 9. Segmentation of Moscow restaurants by average bill in 2012, %

10. STRUCTURE OF MOSCOW RESTAURANTS BY TYPE AND BY CUISINE

Schedule 14. Cuisines, presented in Moscow restaurants in March 2012

Diagram 10. Structure of Moscow restaurants by availability of business-lunch in menu in 2012, %

Diagram 11. Structure of Moscow restaurants by availability breakfasts in menu in 2012, %

Schedule 15. The number of Moscow restaurants with special menu in 2012

Schedule 16. Representation of different types of restaurants in 2012, %

11. SEGMENTATION OF MOSCOW RESTAURANTS BY AVAILABILITY OF ADDITIONAL ROOMS

Diagram 12. Structure of Moscow restaurants by availability of VIP-hall in 2012, %

Diagram 13. Share of Moscow restaurants with tables for non-smokers in 2012, %

Diagram 14. Share of Moscow restaurants with cigar room at the beginning of 2011, %

Diagram 15. Share of Moscow restaurants with dancing floor in 2012, %

Diagram 16. Share of Moscow restaurants with discotheques in 2012, %

Diagram 17. Share of Moscow restaurants with summer terrace in 2012, %

Diagram 18. Share of Moscow restaurants with beer hall in 2012, %

12. SEGMENTATION OF MOSCOW RESTAURANTS BY TAKING OF CREDIT CARDS

Schedule 17. The most accepted credit cards in Moscow restaurants in 2012, %

Diagram 19. Share of Moscow restaurants, taking credit cards Visa in 2012, %

Diagram 20. Share of Moscow restaurants, taking credit cards Master/Eurocard in 2012, %

Diagram 21. Share of Moscow restaurants, taking credit cards American Express in 2012, %

Diagram 22. Share of Moscow restaurants, taking credit cards Diners Club in 2012, %

Diagram 23. Share of Moscow restaurants, taking credit cards Maestro in 2012, %

Diagram 24. Share of Moscow restaurants, taking credit cards Union in 2012, %

13. SERVICES FOR CHILDREN IN MOSCOW RESTAURANTS

Diagram 25. Structure of Moscow catering facilities by availability of children's room in 2012, %

Diagram 26. Structure of Moscow catering facilities by availability of organization of children's parties in 2012, %

Diagram 27. Structure of Moscow catering facilities by availability of children's menu in 2011-2012, %

14. RESEARCH OF MOSCOW RESTAURANTS BY AVAILABILITY OF ENTERTAINMENTS

Diagram 28. Segmentation of Moscow restaurants by availability of billiards in 2012, %

Diagram 29. Segmentation of Moscow restaurants by availability of betting house in 2012, %

Diagram 30. Segmentation of Moscow restaurants by availability of backgammon, chess at the beginning of 2011, %

Diagram 31. Segmentation of Moscow restaurants by availability of table games in 2012, %

Diagram 32. Share of Moscow restaurants with “live music” in 2012, %

Diagram 33. Share of Moscow restaurants with karaoke in 2012, %

Diagram 34. Share of Moscow restaurants in which concerts are held in 2012 году, %

Diagram 35. Share of Moscow restaurants with satellite TV in 2012, %

Diagram 36. Share of Moscow restaurants in which one can watch video in 2012, %

Diagram 37. Share of Moscow restaurants in which one can watch sport on big screen in 2012, %

Diagram 38. Share of Moscow restaurants with Wi-Fi in 2012, %

Diagram 39. Share of Moscow restaurants in which one can smoke hookah in 2012, %

Diagram 40. Share of Moscow restaurant with show programs in 2012, %

Diagram 41. Share of Moscow restaurant with striptease in 2012, %

15. VISITING OF RESTAURANTS BY CITIZENS OF MOSCOW

Diagram 42. Structure of visitor's preferences of catering facilities by types in Russia and Moscow in 2010, %

Schedule 18. The reasons by which citizens of Russia would go to the restaurant more often in 2011, %

Schedule 19. The main reasons of visiting of restaurants by Russian citizens in 2011, %

Schedule 20. Preferences of Moscovites by cuisine in restaurants in 2011, %

16. FORECAST OF DEVELOPMENT OF MOSCOW CATERING MARKET

Schedule 21. Dynamics of Moscow catering market turnover in 2009-2011 and forecast on 2012-2015, bln. rbs.

ABOUT INTESCO RESEARCH GROUP COMPANY

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.

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