

**Intesco  
Research  
Group**

# MOSCOW RESTAURANTS AND MOSCOW RESTAURANTS MARKET – 2012



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### **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

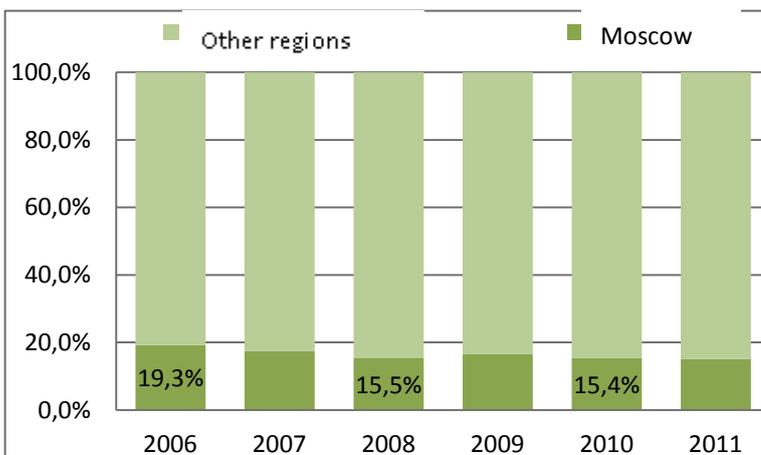
Volume of Moscow catering market in 2009 amounted to 115,8 bln. rbs. Rate of growth per year was 3,4%.

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, %

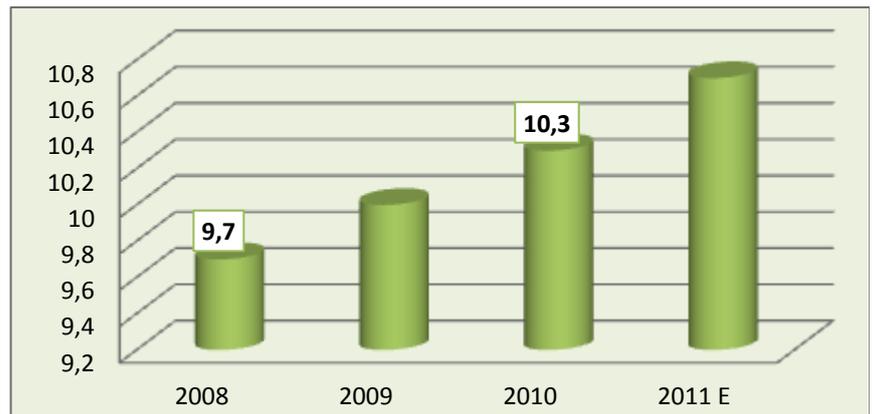
one can observe a trend to decrease of the rates. From 2006 to 2011 it declined by \*\*%. Crisis 2009 was out of dynamics, when Moscow catering market was steadier than regional markets, therefore continued to increase.

**CHAPTER 4**

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

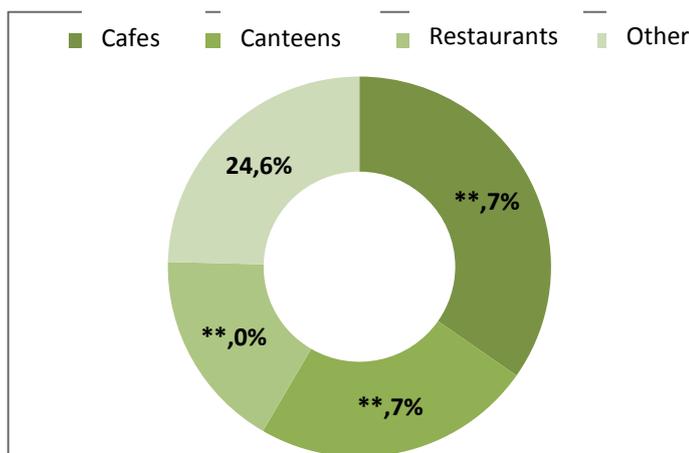
For 2009 more than 2,2 ths. new enterprises of consumer's market and services appeared in Moscow. By 2010 their number amounted to 10, 3 ths. objects.

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



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

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

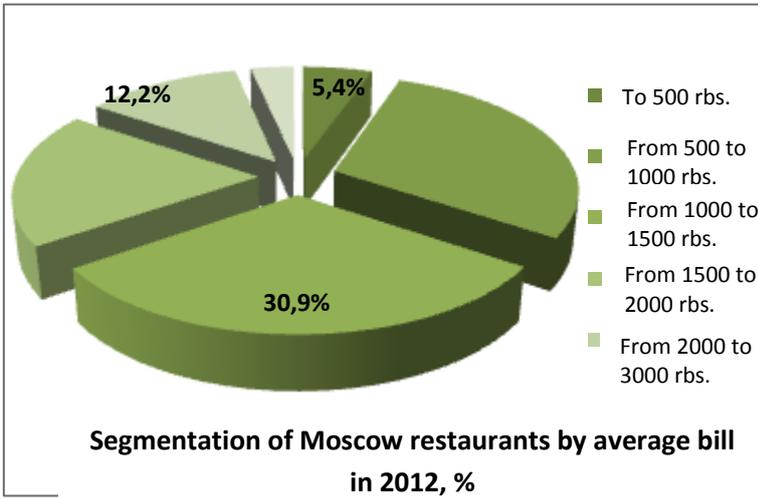


**Share of restaurants among Moscow catering facilities in 2010, %**

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

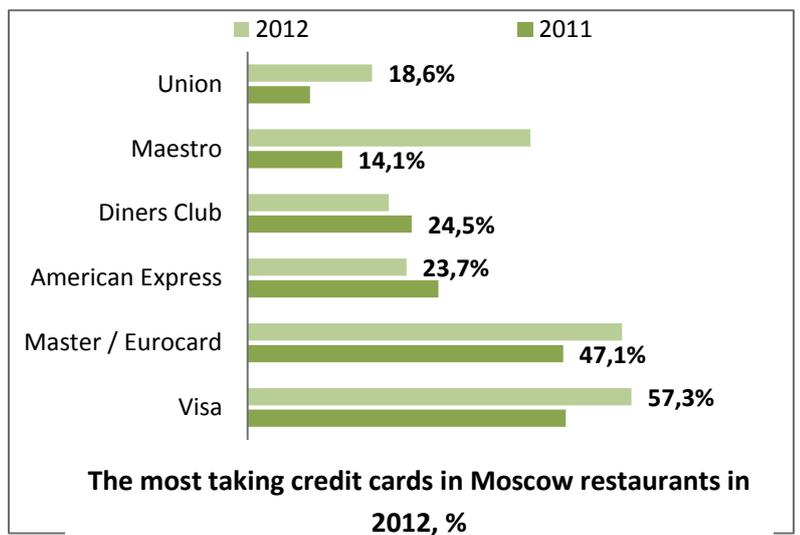
than 3 000 rubles per person.

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.



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

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#### **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.

## OUR CLIENTS



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