

**Intesco  
Research  
Group**

# **RUSSIAN MARKET OF RABBIT MEAT – 2012**



**MOSCOW 2012**

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**ABOUT INTESCO RESEARCH GROUP**

## RESEARCH METHODOLOGY

**Subject of research:**

RABBIT MEAT MARKET

**Goal of research:**

EVALUATION OF THE MARKET AND FORECAST OF ITS DEVELOPMENT FOR 2012-2013

**Regions of research:**

RUSSIA AND REGIONS OF RF

**Main blocks of research:**

LIVESTOCK OF RABBITS IN RUSSIA

VOLUME OF THE RUSSIAN MARKET OF RABBIT MEAT

TRENDS ON THE RUSSIAN MARKET OF RABBIT MEAT

STATE REGULATIONS OF RABBIT MEAT MARKET

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RUSSIAN PRODUCERS OF RABBIT MEAT

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CONSUMER PREFERENCES ON THE RUSSIAN MARKET OF RABBIT MEAT

FORECAST OF THE RUSSIAN MARKET OF RABBIT MEAT DEVELOPMENT FOR 2012-2013

**The largest Russian companies with profiles:**

«AKK «ROSHINSKIY» JSC

«RABBIT» LLC

SUDOREMONTNIY ZAVOD «NERPA» FSUE

«SEVERNAYA PUSHNINA» LLC

«AGROFIRMA BAGRATIONOVSKAYA» JSC

«BEREGOVOY» 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
- Federal Customs Service
- Federal Tax Service
- Field expert evaluations
- Retail sale reports
- Materials of the field's main players
- Field print and electronic publications

**The research contains 32 schedules, 28 diagrams and 44 tables.**

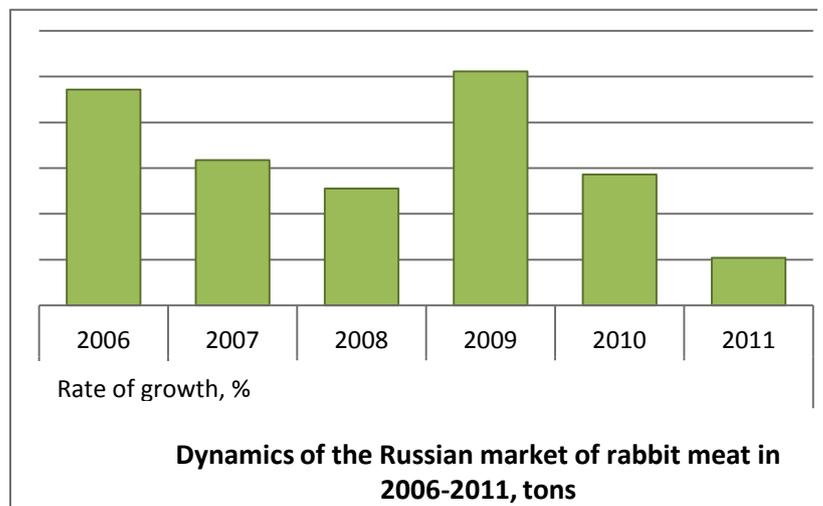
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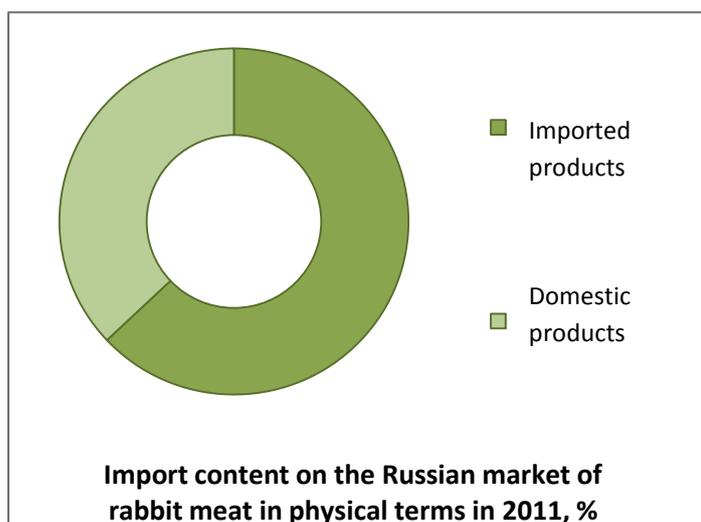
#### VOLUME OF THE RUSSIAN RABBIT MEAT MARKET

In recent years in Russia rabbits breeding became increasingly talked about as one of the most promising sectors of animal farming. Rabbits differ with high fertility and precocity. From one rabbit you can get up to 25-30 rabbits per year, about 50-60 pounds of meat (in live form) and more than 25 skins.

In 2009, volume of the Russian market of rabbit meat increased \*\*\* times, amounting to \*\*\* ths tons. This growth was due to an increase of \*\*\*. In 2010 the volume of \*\*\* products on the Russian market dropped by \*\*\* times, so the market has also fallen by \*\*\*%.



In 2011 \*\*\* products were absent in this segment of the Russian market, the negative dynamics of the domestic rabbit meat market has continued, the rate was equal to one thousand tons.



In 2006-2011 on the Russian market of rabbit meat share of domestic products was continuously growing. If in 2006 the share of Russian producers was less \*\*%, then by 2011 their share increased to \*\*%.

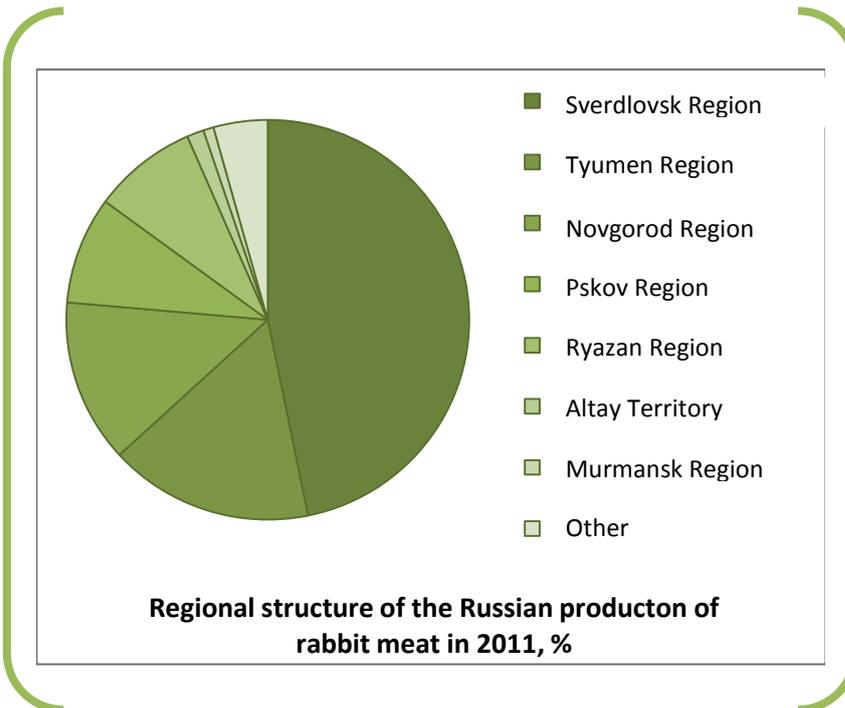
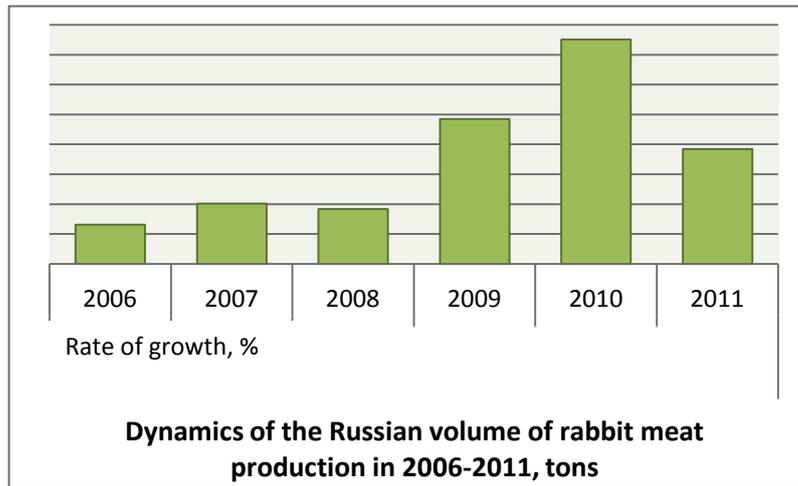
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**RUSSIAN RABBIT MEAT PRODUCTION**

In 2009 Russia produced \*\*\* tons of rabbit meat. This parameter \*\*\* times exceeded the volume of the Russian supply of meat of the previous year. In 2010 the growth continued (\*\*\*%), and there were produced \*\*\* tons of rabbit meat. In 2011 there has been an opposite trend - the decrease amounted to \*\*\*%.

In general, such fluctuations of the rate of growth are explained by

insignificant production volume of these goods in Russia, when opening of a new production is reflected in all-Russian dynamics of the parameter.



The largest federal districts by rabbit meat production in Russia in 2011 was \*\*\* FD (\*\*\* tons). North-Western FD ranked second, which produced \*\*\* tons of products.

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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**

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