



**Intesco
Research
Group**

RESTAURANTS OF ST. PETERSBURG AND MARKET OF ST. PETERSBURG RESTAURANTS – 2012



MOSCOW 2012

CONTENTS

CONTENTS.....	3
RESEARCH METHODOLOGY.....	6
EXTRACTS FROM RESEARCH.....	8
LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES.....	11
ABOUT INTESCO RESEARCH GROUP.....	15

CONTENTS

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. SOCIAL AND DEMOGRAPHIC CHARACTERISTICS OF CONSUMERS OF SAINT PETERSBURG

- 1.1. Dynamics of population number
- 1.2. Social standards of living dynamics

2. SUBJECT OF RESEARCH

- 2.1. History of restaurant business
- 2.2. Types of public catering enterprises
- 2.3. Types of services provided by public catering enterprises
- 2.4. Classification of restaurants

3. VOLUME OF PUBLIC CATERING MARKET OF ST. PETERSBURG

- 3.1. Dynamics of market volume by years
- 3.2. Dynamics of market volume by months
- 3.3. Market structure by regions
- 3.4. Market structure by types of outlets

4. RESTAURANTS IN THE STRUCTURE OF PUBLIC CATERING ENTERPRISES OF ST. PETERSBURG

- 4.1. Number of public catering enterprises of St. Petersburg
- 4.2. Seats at the enterprises of public catering
- 4.3. Share of restaurants among the public catering enterprises of St. Petersburg

5. TRENDS ON THE RESTAURANTS MARKET OF ST. PETERSBURG

6. FACTORS INFLUENCING RESTAURANTS MARKET OF ST. PETERSBURG

7. ANALYSIS OF COMPETITION ON RESTAURANTS MARKET

- 7.1. The largest restaurant operators of Russia
- 7.2. The largest companies of Russia by the number of outlets
- 7.2. Ratings of St. Petersburg restaurants by popularity
- 7.3. The most popular cuisines in restaurants of St. Petersburg

7.4. Marketing ploys, used by St. Petersburg restaurateurs

8. GEOGRAPHIC LOCATIONS OF ST. PETERSBURG RESTAURANTS AND THEIR WORKING REGIME

8.2. Working regime of St. Petersburg restaurants

9. PRICE SEGMENTATION OF ST. PETERSBURG RESTAURANTS

10. STRUCTURE OF ST. PETERSBURG RESTAURANTS BY SPECIAL MENU

10.2. Special menu in St. Petersburg restaurants

10.3. Distribution of St. Petersburg restaurants by types

11. SEGMENTATION OF ST. PETERSBURG RESTAURANTS BY AVAILABILITY OF ADDITIONAL ROOMS

11.1. Room for VIP-guests

VIP-hall

11.2. Rooms for smokers and nonsmokers

Tables for nonsmokers

Cigary room

11.3. Rooms for dancing

Dance-floor

Discotheque

11.4. Other rooms

Summer terrace

12. SEGMENTATION OF ST. PETERSBURG RESTAURANTS BY RECEPTION 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 PROVIDED TO CHILDREN IN ST. PETERSBURG RESTAURANTS

13.1. Availability of children's room

13.2. Possibility of children's parties organization

13.3. Availability of menu for children

14. OTHER ENTERTAINMENT IN ST. PETERSBURG RESTAURANTS

14.1. Sport entertainment

Billiard

Totalizator

14.2. Music entertainment

«Live music»

Karaike

14.3. Video entertainment

Satellite TV

Sport on a large screen

14.4. Other entertainment

Wi-Fi

Hookah

Show-programs

Striptease

15. VISITING OF RESTAURANTS BY RESIDENTS OF RUSSIA

Preferences by formats of outlets

Reasons for visiting and conditions for rise of restaurants visiting

16. FORECAST OF PUBLIC CATERING MARKET DEVELOPMENT ABOUT INTESCO RESEARCH GROUP

RESEARCH METHODOLOGY

Subject of research:

RESTAURANTS MARKET

Goal of research:

EVALUATION AND DYNAMICS OF THE MARKET

Region of research:

SAINT PETERSBURG

Main blocks of research:

VOLUME OF SAINT PETERSBURG PUBLIC CATERING MARKET
RESTAURANTS IN THE STRUCTURE OF PUBLIC CATERING ENTERPRISES OF
SAINT PETERSBURG
TRENDS ON THE MARKET OF RESTAURANTS OF SAINT PETERSBURG
FACTORS, INFLUENCING THE MARKET OF SAINT PETERSBURG
RESTAURANTS
RATING OF SAINT PETERSBURG RESTAURANTS
SEGMENTATION OF RESTAURANT OF SAINT PETERSBURG
FORECAST OF THE MARKET OF SAINT PETERSBURG PUBLIC CATERING

Restaurants of Saint Petersburg are researched by the following parameters:

GEOGRAPHICAL LOCATION
PRICE SEGMENTATION
WORKING REGIME
MOST FREQUENTLY PRESENTED CUISINES
AVAILABILITY OF ADDITIONAL ROOMS
AVAILABILITY OF SERVICES FOR CHILDREN
ACCEPTANCE OF DIFFERENT CREDIT CARDS
AVAILABILITY OF ENTERTAINMENT

Information sources used:

Federal State Statistics Service
Data of regional departments

Field expert evaluations

Materials of field enterprises

Field print and electronic publications

Materials of producing companies and market participants

The research contains 19 schedules, 36 diagrams, 3 schemes and 4 tables.

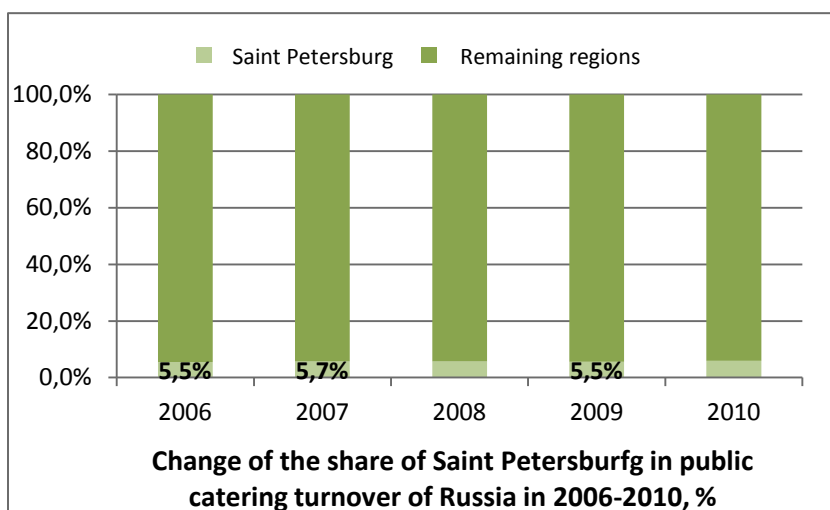
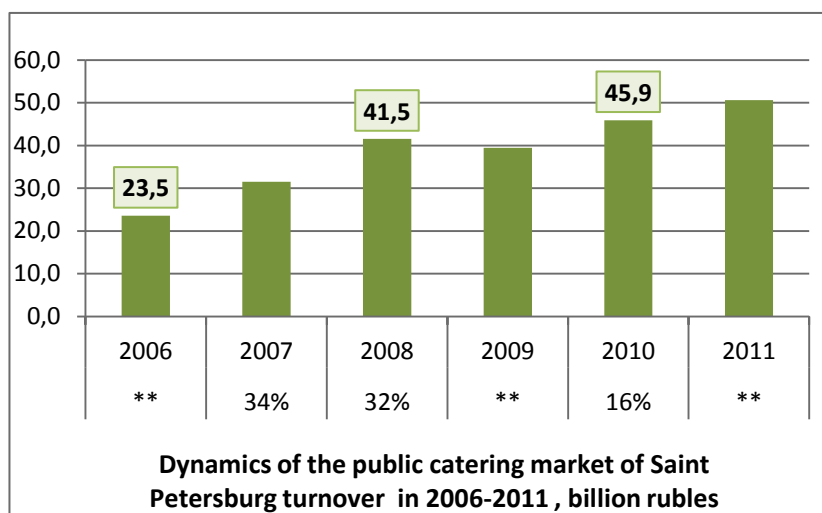
EXTRACTS FROM RESEARCH

CHAPTER 3

VOLUME OF THE MARKET OF
SAINT PETERSBURG PUBLIC
CATERING

In 2011, the turnover of public catering market in Saint Petersburg amounted to **, billion rubles, or **,7 billion rubles more than in the previous year. In 2010 the turnover increased by 16% and was equal to 45,9 billion rubles. Fast-food had about 60% of total market turnover (about 30 billion rubles a year).

Market growth was limited by high prices and lack of suitable premises for opening of public catering enterprise and a large number of similar outlets.

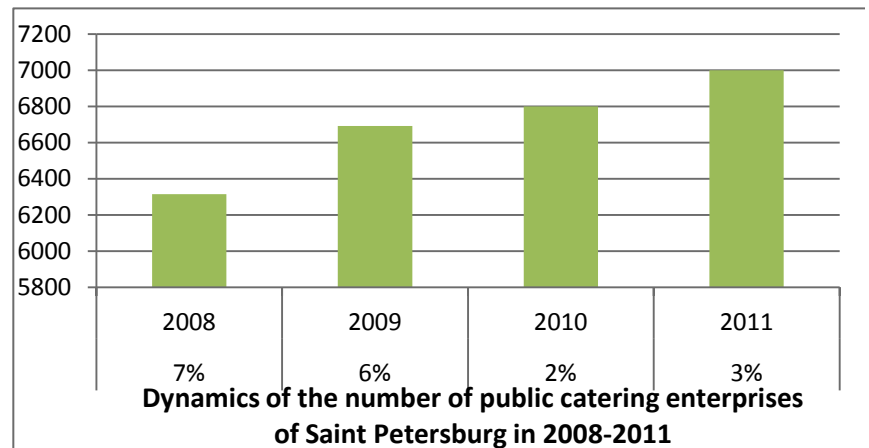


The share of Saint Petersburg on all-Russian market of public catering did not change since 2006 to 2010 and was equal to about **%.

In 2009 market share of Saint Petersburg in total volume decreased by 0,2 %, and in the following year increased by 0,4 %, exceeding the level of 2008 by 0,2 %.

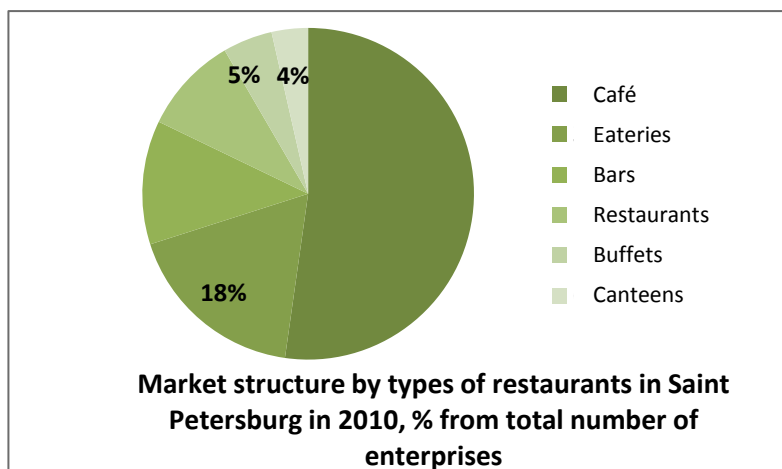
CHAPTER 4***RESTAURANTS IN THE
STRUCTURE OF PUBLIC
CATERING ENTERPRISES OF
SAINT PETERSBURG***

During 2008-2011 number of public catering enterprises in Saint Petersburg increased by 18%. The period of an active growth occurred in 2005, 2007 when the number of enterprises increased 20-25%. In 2011 the growth amounted to 3% *** new enterprises of public catering.

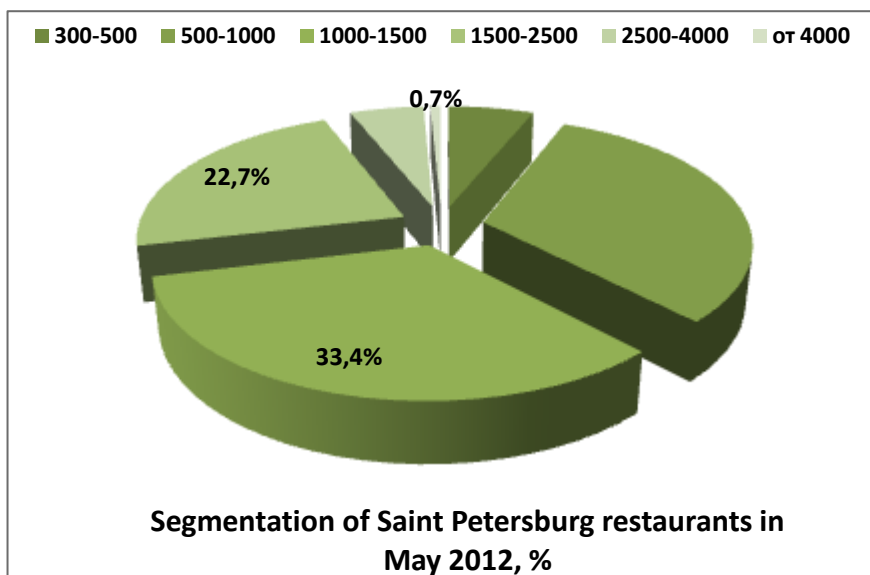


Cafes prevailed in the structure of market by types of public catering enterprises in 2010 and had **% of total

number of enterprises. One fifth belonged to eateries. Restaurants had ***% of total number of enterprises.



CHAPTER 9

**PRICE SEGMENTATION OF
SAINT PETERSBURG
RESTAURANTS**

According to experts of Intesco Research Group, about **,7% of Saint Petersburg restaurants have an average bill from 500 to 1 000 rubles. **,1% of the outlets belonged to lower price segment from 300 to 500 rubles.

One third of restaurants operated in the price segment from

1 000 to 1 500 rubles. In one of five outlets you can spend 1 500-2 500 rubles. The average bill in **,3% of the restaurants amounts to from 2 500 to 4 000 rubles. More than 4 000 rubles per a person can be spent in 0,7% of restaurants.

Thus, the least popular restaurants of the capital belong to the price spectrum «up to 500 rubles» and «above 4 000 rubles».

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. SOCIAL AND DEMOGRAPHIC CHARACTERISTICS OF CONSUMERS OF SAINT PETERSBURG

Schedule 1. Dynamics of the number of residents of Saint Petersburg for 1 January of 2001-2012, mln people

Diagram 1. Structure of population of Saint Petersburg distribution by regions in 2010, ths people

Schedule 2. Dynamics of the number of residents of Leningrad Region for 1 January of 2000-2011, mln people

Schedule 3. Dynamics of the average monthly wage of a resident Saint Petersburg by years in 2002-2011ths rubles

Table 1. The average monthly pay of a resident of Saint Petersburg in general and in café and restaurants by years in 2002-2011, rubles

Schedule 4. Per capita income of the population of Saint Petersburg in 2009-2011, rubles

Table 2. The average incomes of Saint Petersburg population in 2009-2011, rubles

Schedule 5. Share of expenses for public catering services in total volume of expenses for services, %

2. SUBJECT OF RESEARCH

Scheme 1. Classification of restaurants by an assortment of sold products

Scheme 2. Classification of restaurants by location

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

3. VOLUME OF PUBLIC CATERING MARKET OF ST. PETERSBURG

Schedule 6. Dynamics of the turnover of the market of public catering of Saint Petersburg in 2006-2011, billion rubles

Diagram 2. Change of the share of Saint Petersburg in public catering turnover of Russia in 2006-2010, %

Schedule 7. Dynamics of the turnover of the market of public catering of Saint Petersburg by months in 2010-Feb. 2012, million rubles

Diagram 3. Market structure of public catering by regions by number of enterprises in 2011

Diagram 4. Market structure by types of outlets in Saint Petersburg in 2010 % of total number of enterprises

4. RESTAURANTS IN THE STRUCTURE OF PUBLIC CATERING ENTERPRISES OF ST. PETERSBURG

Schedule 8. Dynamics of the number of public catering enterprises in Saint Petersburg in 2008-2011

Schedule 9. Availability of seats at public catering enterprises of Saint Petersburg in 2008-2011 per 1 ths people

Schedule 10. Actual availability of seats at public catering enterprises in 2011 per 1 ths people

Schedule 11. Satisfaction of the population with seats availability at public catering enterprises in 2011 per 1 ths people

Schedule 12. Rating of availability of seats at public catering enterprises of different types (share of affirmative responses about shortage of one or another types) in 2010-2011, %

5. TRENDS ON THE RESTAURANTS MARKET OF ST. PETERSBURG

6. FACTORS INFLUENCING RESTAURANTS MARKET OF ST. PETERSBURG

7. ANALYSIS OF COMPETITION ON RESTAURANTS MARKET

Table 3. The largest networks of public catering enterprises by number of outlets in RF for April 2012

Table 4. The most popular restaurants of Saint Petersburg in May 2012

8. GEOGRAPHIC LOCATIONS OF ST. PETERSBURG RESTAURANTS AND THEIR WORKING REGIME

Diagram 5. Structure of restaurants of Saint Petersburg location by administrative districts in 2012, %

Diagram 6. Structure of restaurants of Saint Petersburg location by metro in 2012, %

Diagram 7. Share of public catering objects of Saint Petersburg, operating 24 hours in May 2012, %

9. PRICE SEGMENTATION OF ST. PETERSBURG RESTAURANTS

Diagram 8. Segmentation of Saint Petersburg restaurants by an average bill in May 2012, %

10. STRUCTURE OF ST. PETERSBURG RESTAURANTS BY SPECIAL MENU

Diagram 9. Structure of Saint Petersburg restaurants by availability of business-lunch in menu in 2012, %

Diagram 10. Structure of Saint Petersburg restaurants by breakfast availability in 2012, %

Schedule 14. Number of restaurants of Saint Petersburg with a special menu in 2012

Schedule 15. Representation of different types of restaurants in 2012, %

11. SEGMENTATION OF ST. PETERSBURG RESTAURANTS BY AVAILABILITY OF ADDITIONAL ROOMS

Diagram 11. Structure of Saint Petersburg restaurants by VIP-hall availability in 2012, %

Diagram 12. Share of Saint Petersburg restaurants, having tables for smokers and nonsmokers in 2012, %

Diagram 13. Share of Saint Petersburg restaurants, having cigary rooms in 2012, %

Diagram 14. Share of Saint Petersburg restaurants, having dance floor in 2012, %

Diagram 15. Share of Saint Petersburg restaurants, where discos are organized in 2012, %

Diagram 16. Share of Saint Petersburg restaurants, having summer terrace in 2012, %

12. SEGMENTATION OF ST. PETERSBURG RESTAURANTS BY RECEPTION OF CREDIT CARDS

Schedule 16. The most catered credit cards in restaurants of Saint Petersburg in 2012, %

Diagram 17. Share of Saint Petersburg restaurants, accepting Visa credit cards in 2012, %

Diagram 18. Share of Saint Petersburg restaurants, accepting Master/Eurocard credit cards in 2012, %

Diagram 19. Share of Saint Petersburg restaurants, accepting American Express credit cards in 2012, %

Diagram 20. Share of Saint Petersburg restaurants, accepting Diners Club credit cards in 2012, %

Diagram 21. Share of Saint Petersburg restaurants, accepting Maestro credit cards in 2012, %

Diagram 22. Share of Saint Petersburg restaurants, accepting Union credit cards in 2012, %

13. SERVICES PROVIDED TO CHILDREN IN ST. PETERSBURG RESTAURANTS

Diagram 23. Structure of public catering enterprises of Saint Petersburg by availability of children's room in 2012, %

Diagram 24. Structure of public catering enterprises of Saint Petersburg by availability of children's parties organization in 2012, %

Diagram 25. Structure of public catering enterprises of Saint Petersburg by availability of menu for children in 2012, %

14. OTHER ENTERTAINMENT IN ST. PETERSBURG RESTAURANTS

Diagram 26. Segmentation of St. Petersburg restaurants by availability of billiard in 2012, %

Diagram 27. Segmentation of St. Petersburg restaurants by availability of totalizator in 2012, %

Diagram 28. Share of Saint Petersburg restaurants, where there is "live music" in 2012, %

Diagram 29. Share of Saint Petersburg restaurants, where there is karaoke in 2012, %

Diagram 30. Share of Saint Petersburg restaurants, where there is satellite TV in 2012, %

Diagram 31. Share of Saint Petersburg restaurants, where sport is shown on a large screen in 2012, %

Diagram 32. Share of Saint Petersburg restaurants, where there is Wi-Fi in 2012, %

Diagram 33. Share of Saint Petersburg restaurants, where there is hookah in 2012, %

Diagram 34. Share of Saint Petersburg restaurants, where there are show-programs in 2012, %

Diagram 35. Share of Saint Petersburg restaurants, where there is striptease in 2012, %

15. VISITING OF RESTAURANTS BY RESIDENTS OF RUSSIA

Diagram 36. Preferences of residents of Russia by formats of public catering outlets in 2010, %

Schedule 17. Conditions of which residents of Russia would visit restaurants more often in 2011, %

Schedule 18. The main reasons for visiting of restaurants by the resident of Russia in 2011 %

16. FORECAST OF PUBLIC CATERING MARKET DEVELOPMENT

Schedule 19. Dynamics of the turnover of public catering market of Saint Petersburg in 2010-2011 and forecast for 2012-2015, billion rubles.

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**

E-mail: info@i-plan.ru

Web site: www.i-plan.ru

Tel.: +7 (495) 645-97-22