



**Intesco  
Research  
Group**

# WORLD MARKET OF INSTANT FOOD. RUSSIAN MARKET OF INSTANT FOOD



**MOSCOW 2012**

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**ABOUT INTESCO RESEARCH GROUP**

## RESEARCH METHODOLOGY

**Subject of research:**

MARKET OF INSTANT FOOD

**Goal of research:**

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

**Regions of research:**

RUSSIA

REGIONS OF RUSSIA

**Main blocks of research:**

WORLD MARKET OF INSTANT FOOD

VOLUME OF THE RUSSIAN INSTANT FOOD MARKET

INSTANT FOOD PRODUCTION IN RUSSIA

ANALYSIS OF THE RUSSIAN INSTANT PRODUCTS IMPORT

ANALYSIS OF THE RUSSIAN INSTANT PRODUCTS EXPORT

PRODUCER PRICES FOR INSTANT PRODUCTS IN RUSSIA

RETAIL PRICES FOR INSTANT PRODUCTS IN RUSSIA

THE LARGEST RUSSIAN PRODUCERS OF INSTANT PRODUCTS

TRENDS ON THE RUSSIAN MARKET OF INSTANT PRODUCTS

CHANNELS OF DISTRIBUTION ON THE MARKET OF INSTANT PRODUCTS

FORECAST OF THE RUSSIAN INSTANT FOOD MARKET DEVELOPMENT FOR  
2012-2014

**The largest Russian companies with profiles:**

«Nestle Russia» LLC

«Doshirak Koya» LLC

«Mareven Food Central» LLC

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

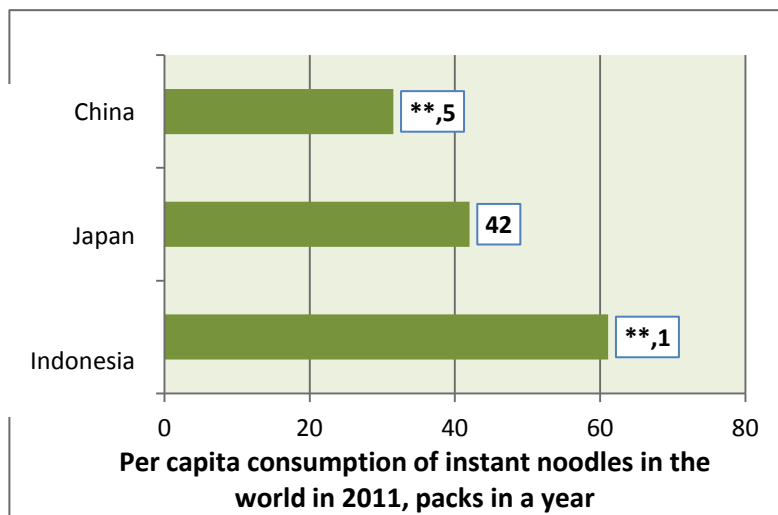
**The research contains 51 schedules, 22 diagrams, 45 tables**



## EXTRACTS FROM RESEARCH

## CHAPTER 3

## WORLD MARKET OF INSTANT PRODUCTS



The capacity of the global instant food market exceeds \*\* billion dollars. The segment of ready-to-eat dishes is actively growing, reflecting the growing value of a healthy lifestyle (including nutrition). In addition, there has been marked an increasing differentiation and product offerings for small groups of consumers: vegetarians, diabetics. The most active

consumers of products of this category in the world are working women from 25 to 34 years.

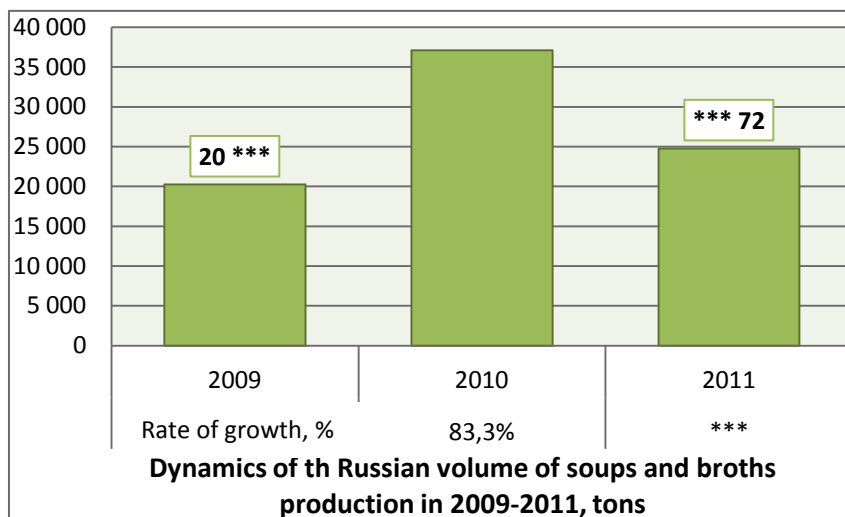
Instant noodles had become the world's second food by volumes of the industrial production, bread ranked first. In 2011 the world has sold more than более \*\*,2 billion packs of instant noodles. Almost half of this amount was purchased by the Chinese. In 2011 China sold \*\*,47 billion packs of noodles, which was equal to \*\*,2% of the noodles sold in the world.

Residents of Indonesia consumed most of the world instant noodles per capita – \*\*,1 packs per person in a year, Japan ranked second – 42 packs, China – third – \*\* packs. Over the past two years, consumption in China grew by almost a third, Indonesia also showed strong growth: in 2009, the noodles were consumed by 4,5% of the population, in 2010 this share increased to 10%.

## CHAPTER 5

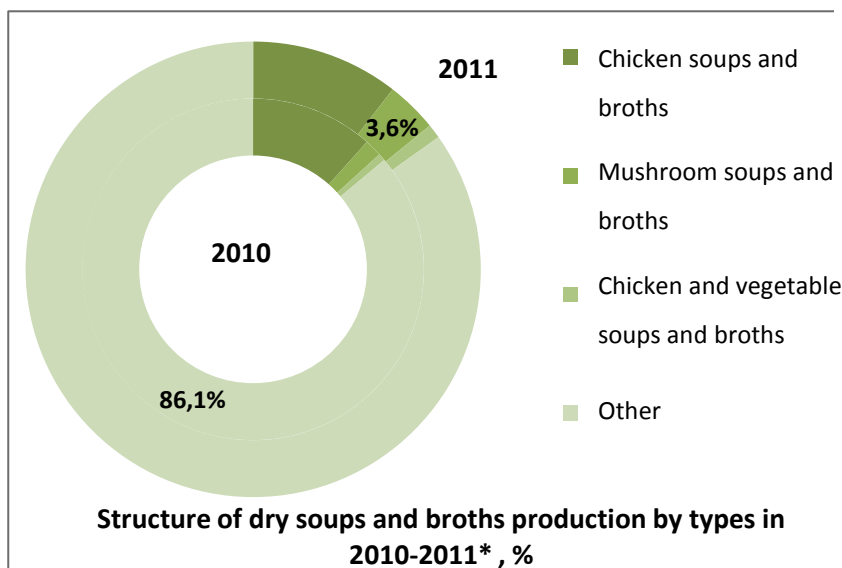
## PRODUCTION OF INSTANT PRODUCTS

Dry soups and broths in 2011 showed the decrease at the level of \*\*%. All the Russian producers produced 24 772 tons of products, including broth bricks. The greatest competition to dry soups and broths was represented by soup fillings and concentrates.



About one tenth of dry soups and broths belonged to category of chicken soups: \*\*,6% - in 2010, and \*\*,5% - in 2011. Mushrooms broths and soups had respectively \*\*% and 3,6%. At the same time it should be marked that production of these goods did not grow much and the growth

was due to total decrease of total production.



Chicken soups and broths with vegetables in 2010 formed about \*\*% of the production, in 2011 – 1%. The most part of dry soups was produced by Nizhniy Novgorod Region – over 95%.

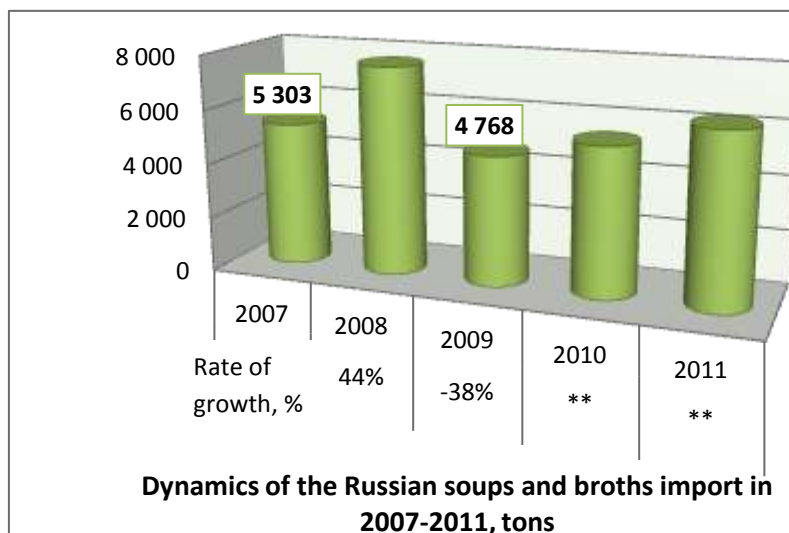
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In 2011 Russian import of ready-to-eat soups and broths amounted to \*\*\* tons. In recent two years the growing dynamics of foreign supplies was marked: by \*\*% - in 2010 and by \*\*% - in 2011.

More than half of the Russian import of soups and broths

belonged to Ukraine. In 2011 this country had \*\*,6% of the supplies in physical terms. Republic of Korea formed \*\*,4% of the Russian import, Croatia – \*\*,8%, Germany – 6,2%, France – \*\*%.



Since 2007 the share of Korea (-29 %), Croatia (-11,4 %) and Germany (-15,1%), decreased and the share of Ukraine strengthened (+54,5%).

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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.

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## OUR CLIENTS



**PURPOSE OF OUR COMPANY IS TO ENSURE THE SUCCESSFUL  
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