



**Intesco
Research
Group**

HOUSEHOLD APPLIANCES AND ELECTRONICS. RUSSIAN RETAIL MARKET OF HOUSEHOLD APPLIANCES AND ELECTRONICS



MOSCOW 2012

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INFORMATION ABOUT INTESCO RESEARCH GROUP

RESEARCH METHODOLOGY

Subject of research:

RUSSIAN MARKET OF HOUSEHOLD APPLIANCES

Goal of research:

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

Regions of research:

RUSSIA

REGIONS OF RF

Main blocks of research:

RUSSIAN MARKET VOLUME OF HOUSEHOLD APPLIANCES

ANALYSIS OF RETAIL SALE OF HOUSEHOLD APPLIANCES IN SEPARATE SEGMENTS

ANALYSIS OF THE LARGEST PLAYERS IN THE MARKET OF RETAIL SALES OF HOUSEHOLD APPLIANCES

ANALYSIS OF THE WEB BUSINESS MARKET OF HOUSEHOLD APPLIANCES IN RUSSIA

TRENDS IN THE RUSSIAN MARKET OF HOUSEHOLD APPLIANCES

DEVELOPMENTAL FORECAST OF THE RUSSIAN MARKET OF HOUSEHOLD APPLIANCES FOR 2012-2014

Profiles are made for the following largest Russian enterprises:

M.VIDEO

ELDORADO

TECHNOSILA

MEDIA MARKT

Information about the main enterprises' production volume, financials of activity, balance sheet, profit and loss statements, cash flow statements, subsidiaries and some other information is also presented.

The sources of information, which are used in the research:

Federal State Statistics Service

The Ministry of Economic Development of RF

The Federal Tax Service

Industry experts' estimates

Reports on retail sales

Data of the main players of the branch

Printed and electronic publications of the branch

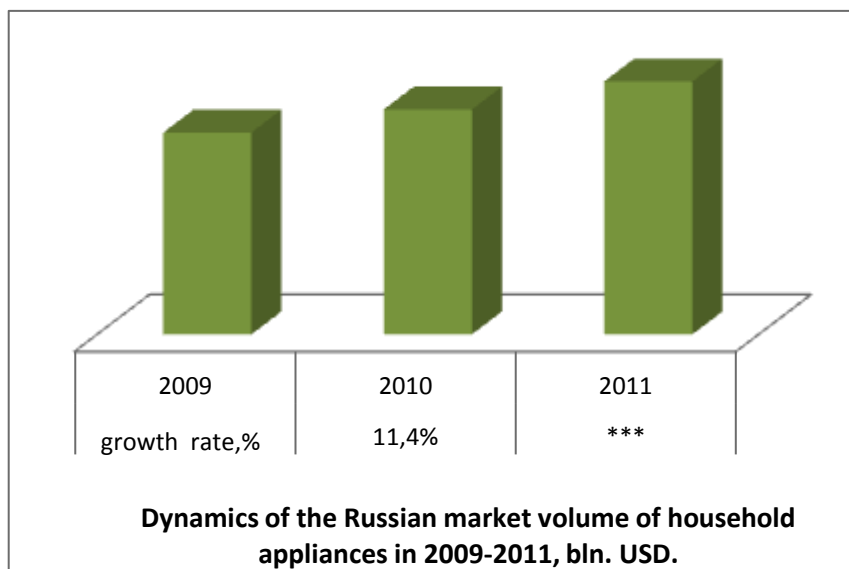
The research contains 41 schedules, 25 diagrams, 35 tables.

EXTRACTS FROM RESEARCH

CHAPTER 3

RUSSIAN MARKET VOLUME OF HOUSEHOLD APPLIANCES

According to industry experts, Russia ranks fourth in the consumption of household electrical appliances and electronics in Europe. In recent years the trade of household appliances in Russia has been showing the rapid growth. Along with the fashion trends in the ongoing «race» for the technology



novelties the equipment is replaced in accordance with its life-cycle (market for «secondary» consumption).

In 2011 Intesco Research Group experts assessed the market of household appliances and electronics at *** bln. USD. In contrast to the previous year the value indicators increased by **% or *,06 bln. USD.

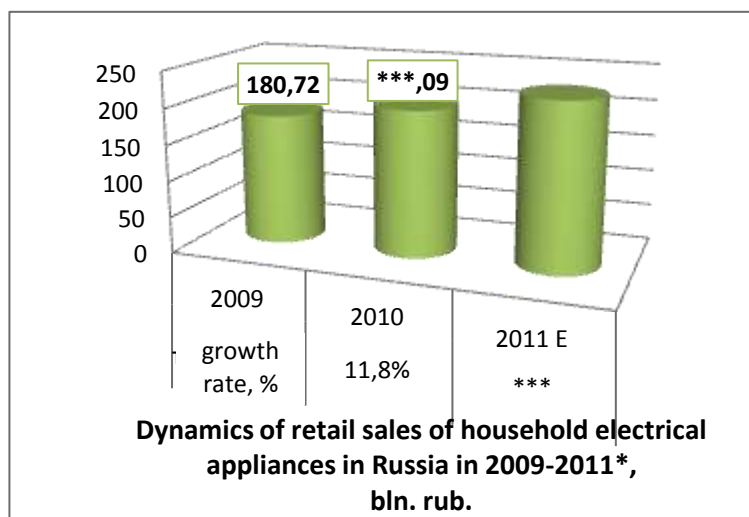
The evaluation was based on the indicators of retail sales in some segments of household appliances and on the basis of the market participants' and experts' data (opinions).

Speaking of the structure of the trade, digital equipment accounted for the largest share of sales and household – for just over **%. From among domestic trends it is worth noting that by consumption small towns actively compete with the two capitals and million-strong cities, whose combined share is now only **% of the Russian market.

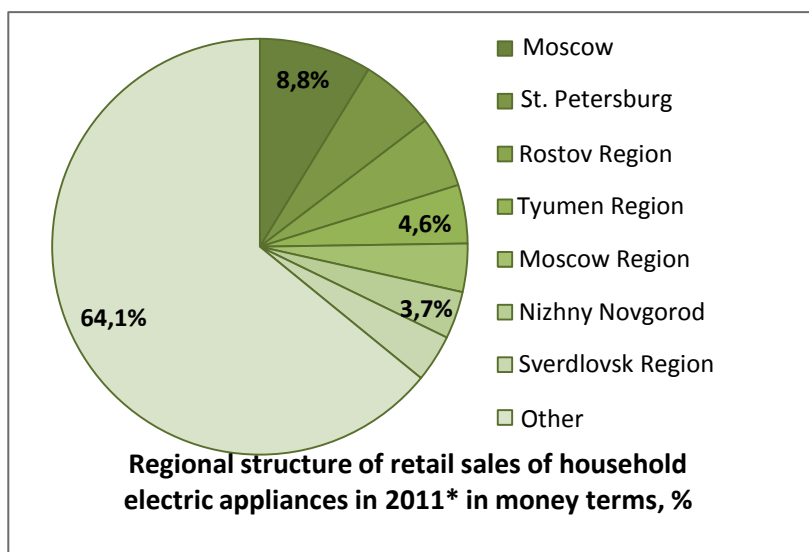
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RETAIL SALE OF HOUSEHOLD APPLIANCES AND ELECTRONICS IN SEPARATE SEGMENTS

According to data for 2011 the volume of retail sales of household electrical appliances (food processors, coffee makers, kettles, electric grills, etc.) in Russia amounted to **8,8 bln. rub., that is by **,2% more than that of the previous year.



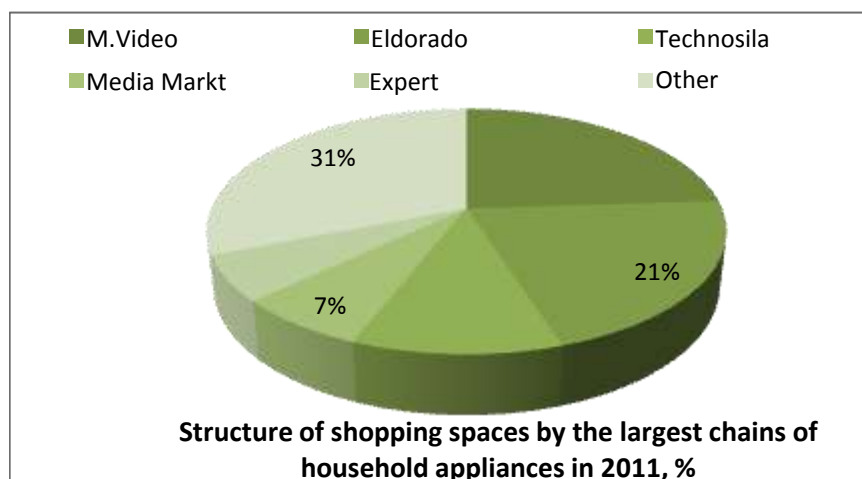
In 2011 Moscow accounted for about 8,8% of the total volume, St. Petersburg – **%, Rostov Region – **,6%, Tyumen Region – 4,6%. Moscow, Nizhny Novgorod and Sverdlovsk Regions were also among the largest consuming regions.



CHAPTER 5

**THE LARGEST PLAYERS IN THE MARKET OF
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AND ELECTRONICS**

The largest retail network of household appliances and electronics by the area of retail space was «M.Video» company in 2011, it occupied nearly a fourth of the areas in the 100 largest cities in Russia. «Eldorado» ranks second, it accounted for 21% in the total structure. One tenth of the areas are occupied by «Technosila» shops, **% - «Media Markt» and **% - «Expert».



«Eldorado» is the leading retailer of household appliances by the number of stores, which has got *** shops together with the franchise ones. «Expert» shops rank second (289 shops). «M.Video» ranks third with *** shops. «Technosila» shops amount to ***.

«M.Video» is the leading one in terms of revenues, it amounted to *** bln. rub. in 2010.

Name	Number of stores in Russia for the beginning of 2012	Presence of franchisee	Number of commodity items	Revenues in 2010, mln. rub.
Eldorado	***	Yes	25000	***
Expert	289			***
M.Video			20 000	***
Technosila			40000	***
DOMO	45		20000	**20
Media Markt	32	No	45 000	***11
Technoshock	23	No	22000	**40

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INFORMATION ABOUT INTESCO RESEARCH GROUP

INFORMATION ABOUT INTESCO RESEARCH GROUP

INTESCO RESEARCH GROUP is the analytical group, having its principal directions of activity in development of high-quality business plans, feasibility studies and marketing researches of both Russia's and regional markets of RF. 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 research and development methods. When conducting marketing researches and developing the business plans the group 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



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E-mail: info@i-plan.ru

Web site: www.i-plan.ru

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