

# Case Study of Russian Organic Baby Food Market Analysis

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## Background

A world leader in the baby food market, decided to explore the possibility of including organic baby food in its product range available on the Russian market. The study was conducted within an analysis of the global market for organic baby food.

## Work Carried out

VM Consult performed an extensive industry analysis of the potential of organic baby food and beverage products in Russia and advised client on the possibility of rolling out an organic product range on the Russian market.

During the research project VM Consult:

- Provided an overview of the regulation and certification aspects of organic food in Russia;
- Conducted research using primary and secondary sources to define the market volumes of organic food in general and organic baby food in particular;
- Conducted research using primary and secondary sources to define core sales channels for organic baby food and its prospects;
- Based on face-to-face interview results, identified the key drivers, restraints and trends of the organic baby food market in Russia.

## Achievements

Client have an increased awareness of the attractiveness of the Russian organic baby food and beverage market and were able to take a well thought-out and researched decision regarding the possibility to develop this product range on the Russian market.

