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# Russian baby food market. Fast facts

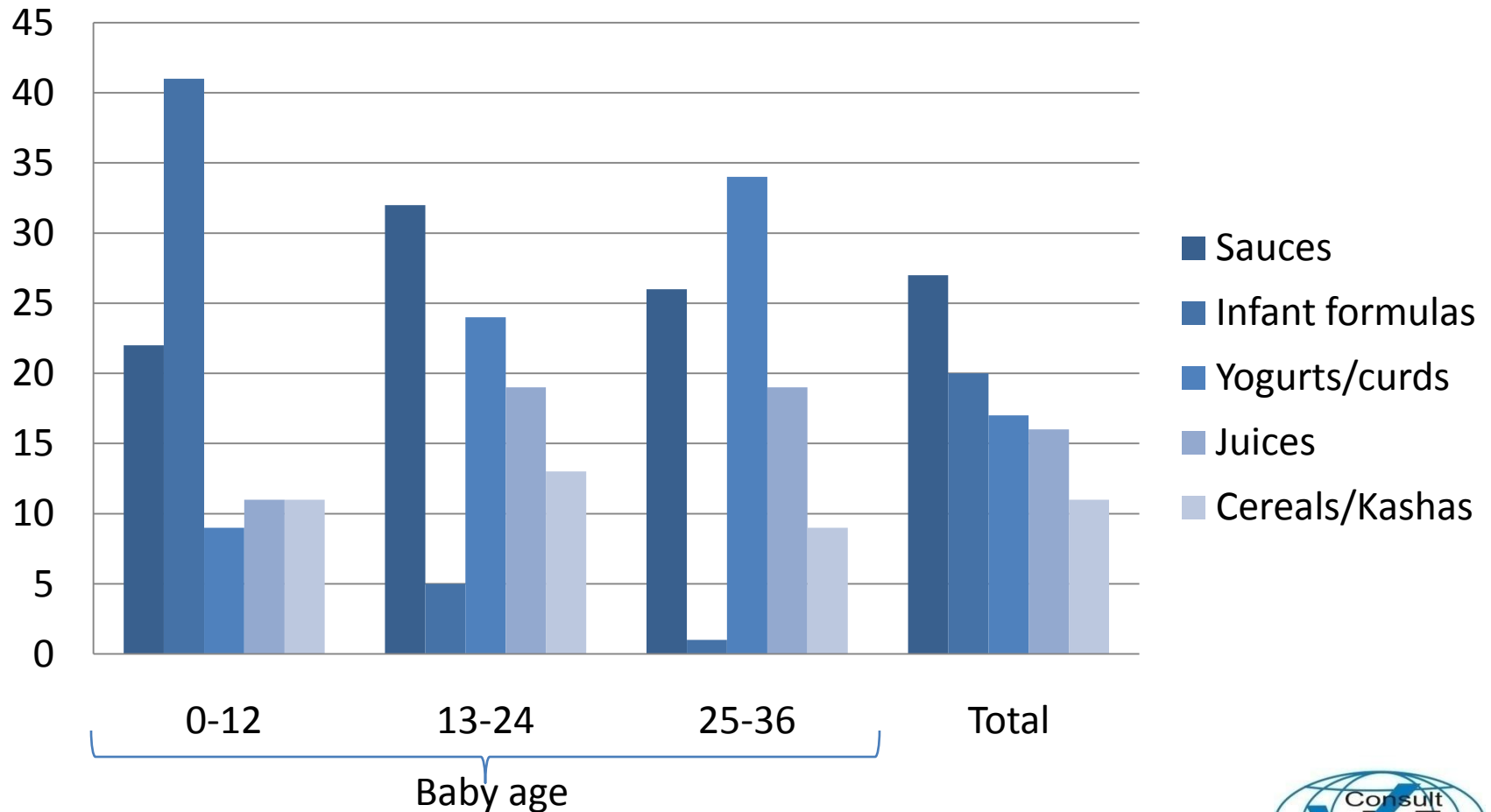


# Market evaluation

- Volume of baby food market in Russia is 1,1-1,3 billions \$
- More than 20% of annual growth for last years

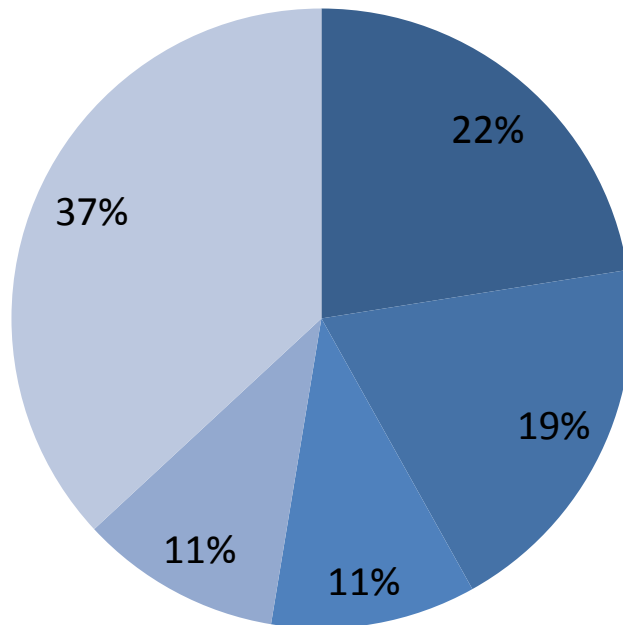
# Market segmentation

Shares of sales volume for main product types, %



# Distribution channels

- Supermarkets
- Specialized shops
- Farmasuticals
- Discounters
- Others

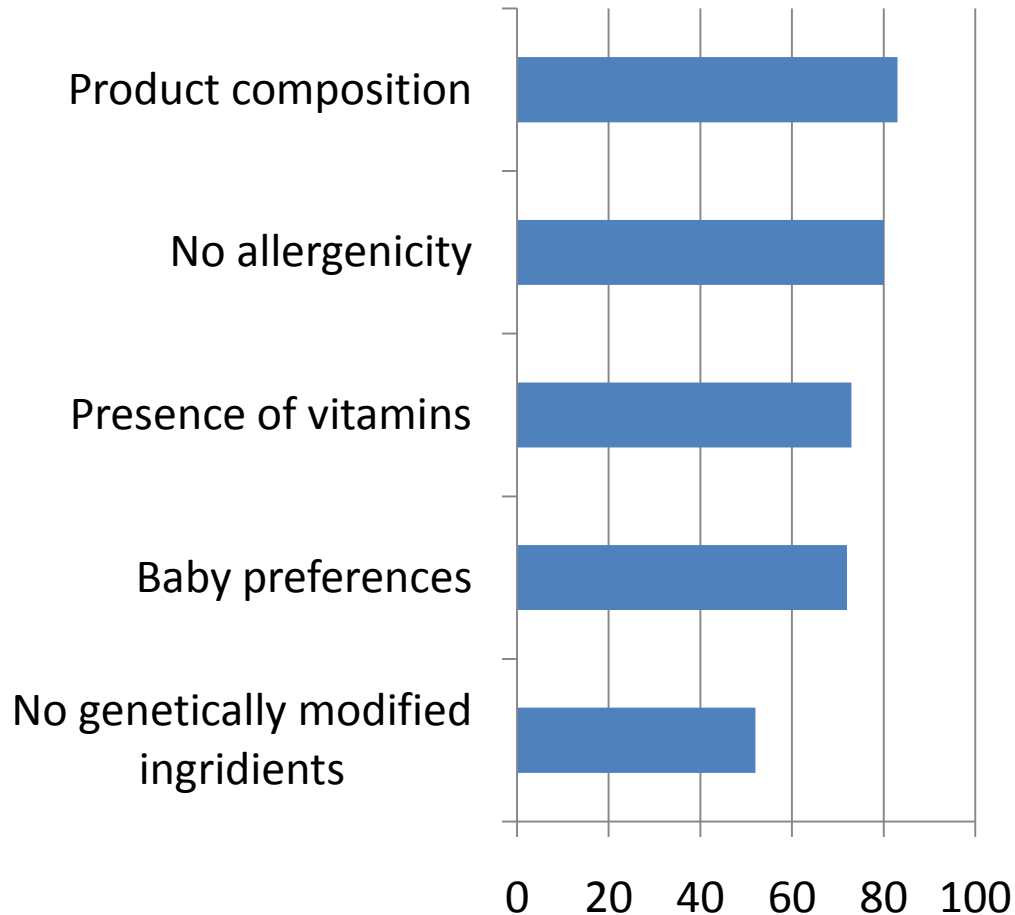


- Supermarkets and specialized baby shops are the most important distribution channels
- Specialized shops show the biggest growth rates

# Competitors

- Wimm-Bill-Dann, Lebedianskiy, Nestle, Unimilk and Nutricia (Danone) are forming around 70% of market.
- Danone and Unimilk announced their merge.
- Experts expects further market consolidation.

# Success factors



•Product quality is the most important factor that influence the on decision making process on baby food market in Russia

# Interesting fact

- On the crisis times 75% of Russian people start to reduce their expenditures on food and basic commodities, but refuse of economy on baby food and diapers.

# Sources

- Comcon
- ACNielsen
- GFK Rus
- TGI Baby
- Business analitica

# Contacts

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