



PMR Industry Report

# Retail in Russia 2017

## Market analysis and development forecasts for 2017-2022

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Language: English

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Contain: Report + Database of report stats

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### Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the retail market, I invite you to contact our consultants.



Head Retail Expert

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## PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

## What is the content of the report?

- Market value with a unique five-year forecast prepared by PMR's Econometric Team based on advanced econometric models.
- Value of retail sales broken down into food and non-food sales.
- Complete information on four segments of the Russian retail market: grocery, clothing and footwear, cosmetics and DIY.
- Expert commentary explaining all the presented data.
- Impact of recently enacted and planned legislation on the retail market of Russia and its segments.
- Description of the consolidation processes on the Russian retail market and its segments, including market entries, exits, mergers and acquisitions.
- Ranking of the largest retailers on the Russian retail market as well as in each segment, based on their revenues, number of stores (historic, current and planned), market shares.
- Retailers' sales revenues.
- Sales per store.
- Number of stores of the leading retail chains.
- Market share for top players in each segment.
- Values and forecasts for key distribution channels in each segment.

# 5 Reasons to choose PMR

- 1 The report includes an **overview of the current situation** on the Russian retail market
- 2 **Included the impact** of the macroeconomic factors, legal changes, market exits, entries and acquisitions
- 3 **Five-year development forecasts** for the value of the Russian retail market, its segments as well as specific distribution channels which is a very useful tool for strategy development
- 4 **Comprehensive analysis** of the Russian market's competitive landscape helping you to identify main competitors and the best acquisition targets
- 5 Market **trends analysis**, including the most recent changes on the market, allowing you to understand shifts in consumers' behaviour and preferences



## Who benefits from the PMR report?

- Health and beauty products manufacturers
- Private label cosmetics producers
- Cosmetics retail chains and distributors operating in or planning to enter the Russian market
- Pharmacy chains
- E-commerce platforms and direct selling companies
- Packaging and design solutions providers
- In-store and merchandising solutions providers
- Clothing and footwear manufacturers
- Clothing and footwear retailers operating in or planning to enter the Russian market
- Grocery retailers, wholesalers
- Food products manufacturers
- DIY and construction materials producers
- DIY retailers
- Banks and investment funds
- Consulting, research and marketing companies

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