

**Intesco
Research
Group**

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



MOSCOW 2012

CONTENTS

TABLE OF CONTENTS.....	3
RESEARCH METHODOLOGY	7
EXTRACTS FROM RESEARCH.....	9
LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES	12
INFORMATION ABOUT INTESCO RESEARCH GROUP	18

TABLE OF CONTENTS

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. GENERAL ECONOMIC SITUATION IN RUSSIA

1.1. Population in Russia

Population size

The largest cities

Social standard of living

Economic activity

1.2. Economic situation

Dynamics of economic development

Stability of state budget

1.3. International Russian position

RF share in the population of the world

2. SUBJECT OF RESEARCH

2.1. Subject description

2.2. Classification of retail trade systems

Forms of retail store chains

Classification of store chains of household appliance retailing

2.3. Classification of retail trade of household appliances as per All-Russian Classification of Products on types of economic activities

3. MARKET VOLUME OF HOUSEHOLD APPLIANCES AND ELECTRONICS

3.1. Dynamics of market volume by years

3.2. Dynamics of sales results by years

3.3. Dynamics of sales results by quarters

3.4. Structure of sales results by federal districts

3.5. Regional structure of sales results

4. RETAIL SALE OF HOUSEHOLD APPLIANCES AND ELECTRONICS IN SEPARATE SEGMENTS

4.1. Refrigerators and freezers

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

4.2. Household electrical appliances

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

4.3. Washing machines

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

4.4. Audio and video equipment

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

4.5. TV-sets

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

4.6. Computers

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

4.7. Photographic equipment and photographic facilities

Dynamics of retail sales by years

Dynamics of retail sales by quarters

Structure of retail sales by federal districts of RF

Regional structure of retail sales

5. THE LARGEST PLAYERS IN THE MARKET OF RETAIL SALES OF HOUSEHOLD APPLIANCES AND ELECTRONICS

5.1. M.Video

Reference information

Structure of the company

Key company capacity rates in Russia

Company sales results in 2009-2010

Financials of activity

5.2 Eldorado

Reference information

Structure of the company

Key company capacity rates in Russia

Company sales results in 2009-2010

Financials of activity

5.3. Technosila

Reference information

Structure of the company

Key company capacity rates in Russia

Company sales results in 2009-2010

Financials of activity

5.4. Media Markt

Structure of the company

Key company capacity rates in Russia

Company sales results in 2009-2010

Financials of activity

5.5. Other store chains

Domo

Expert

Mir Techniki

Technoshock

Domotechnika

5.6. Ranking of retail store chains of household appliances

5.7. Franchise programs in the market of household appliances and electronics

6. REVIEW OF THE WEB BUSINESS MARKET OF HOUSEHOLD APPLIANCES AND ELECTRONICS

6.1. Demand analysis

Digital equipment

Computer equipment

Household appliances

6.2. Competitive environment analysis

7. TRENDS IN THE RUSSIAN MARKET OF HOUSEHOLD APPLIANCES AND ELECTRONICS

7.1. Demand for household appliances in Europe and Russia

7.2. Prices for appliances in Russia under the conditions of WTO

7.3. Consumer behavior

8. DEVELOPMENTAL FORECAST OF RETAIL SALES OF HOUSEHOLD APPLIANCES AND ELECTRONICS

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

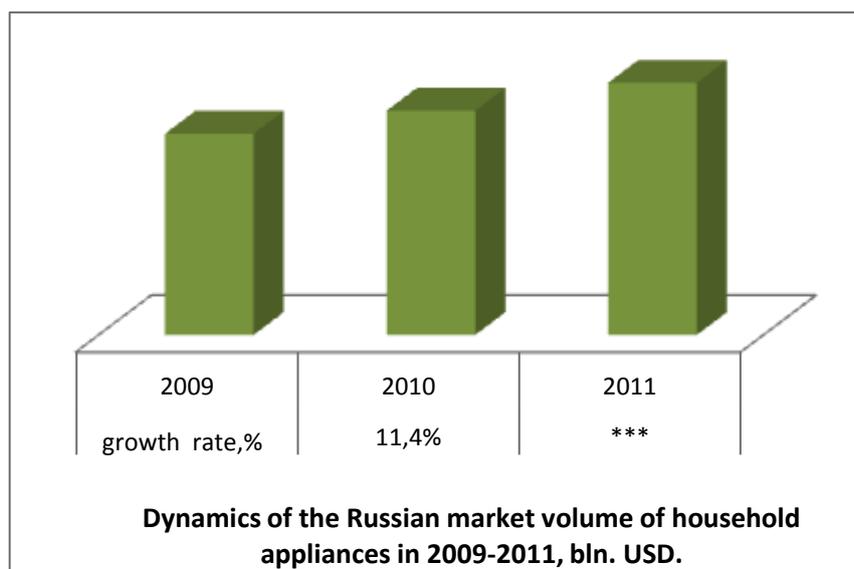
The research contains 41 schedules, 25 diagrams, 35 tables.

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.

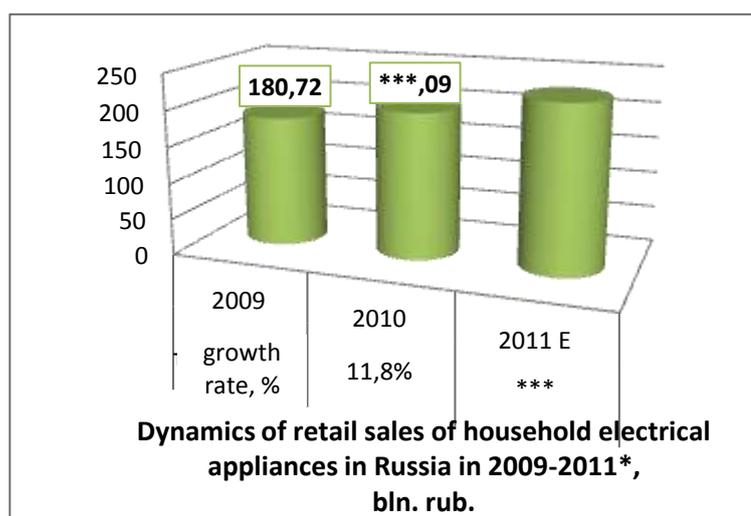
The evaluation was based on the indicators of retail sales in some segments of household appliances and on the basis of the market participants' and experts' data (opinions).

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.

CHAPTER 4

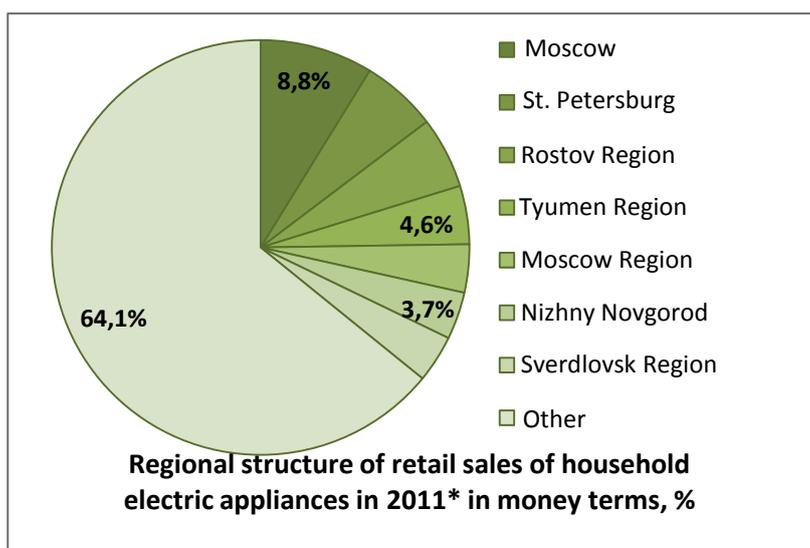
RETAIL SALE OF HOUSEHOLD APPLIANCES AND ELECTRONICS IN SEPARATE SEGMENTS

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%

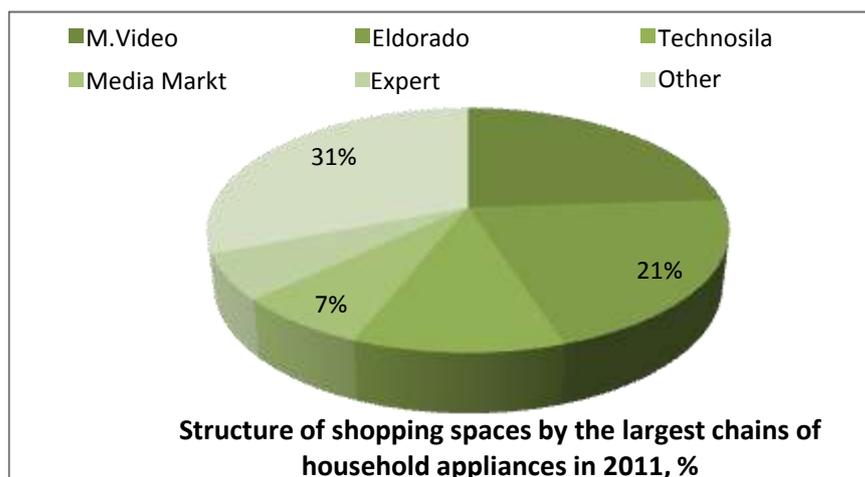
of the total volume, St. Petersburg – **%, Rostov Region – **,6%, Tyumen Region – 4,6%. Moscow, Nizhny Novgorod and Sverdlovsk Regions were also among the largest consuming regions.



CHAPTER 5

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

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. GENERAL ECONOMIC SITUATION IN RUSSIA

Schedule 1. Population in Russia in 2000, 2005, 2010 and its forecast for 2015 and 2020, ths. peop.

Table 1. Population of the largest Russian cities according to the National Census in 2010, ths. peop.

Schedule 2. Dynamics of actual disposable money profit and its annual growth rate in 2000-2011*, %

Schedule 3. Forecast of dependency ratio in Russia in 2011-2031

Schedule 4. Dynamics of employed and unemployed population number in RF in 2006-2010, ths. people

Schedule 5. Dynamics of unemployed population number in economically active population by federal districts of RF in 2006-2010, %

Schedule 6. Dynamics of RF GDP in the prices of 2008 in 2001-2011, bln. rub.

Schedule 7. Fixed capital investment in RF in 2002-2011

Schedule 8. Fulfilled consolidated budget surplus /deficit in RF in 2006-2011*, %

Schedule 9. Dynamics of RF total external debt and its GDP share in 2001-2011*

Schedule 10. Dynamics of Russian external debt by main sectors in 2001-2010, %

Schedule 11. Consumer price index in RF in 2001-2011, %

Schedule 12. RF share in the population of the world in 2000-2010 and its forecast up to 2100

Schedule 13. RF share in the world GDP in 2001-2011 and its forecast for 2012-2016, %

2. SUBJECT OF RESEARCH

Table 2. Main characteristics of chain stores

Table 3. Major retail sales channels of household appliances and electronics

3. MARKET VOLUME OF HOUSEHOLD APPLIANCES AND ELECTRONICS

Schedule 14. Dynamics of the Russian market volume of household appliances (without movable communication) in 2009-2011, bln. USD

Schedule 15. Dynamics of sales results from retail sale of electrical household appliances, radio and television equipment in 2007-2011, bln. rub.

Schedule 16. Dynamics of sales results from retail sale of electrical household appliances, radio and television equipment by quarters in 2010-2011, bln. rub.

Table 4. Sales results from retail sale of electrical household appliances, radio and television equipment in federal districts of RF in 2007-2011, ths. rub.

Diagram 1. Changes in the structure of sales results from retail sale of electrical household appliances, radio and television equipment by federal districts in 2007-2011, %

Table 5. Sales results from retail sale of electrical household appliances, radio and television equipment in regions of RF in 2007-2011 ths. rub.

Diagram 2. Changes in the regional structure of sales results from retail sale of electrical household appliances, radio and television equipment in 2007-2011, %

4. RETAIL SALE OF HOUSEHOLD APPLIANCES AND ELECTRONICS IN SEPARATE SEGMENTS

Schedule 17. Dynamics of retail sales of refrigerators and freezers in Russia in 2009-2011*, bln. rub.

Schedule 18. Dynamics of retail sales of refrigerators and freezers by quarters in 2009-2011, bln. rub.

Table 6. Volumes of retail sales of refrigerators and freezers in federal districts of RF in 2009-2011, ths. rub.

Diagram 3. Changes in the structure of retail sales of refrigerators and freezers by federal districts of RF in money terms in 2009-2011, %

Table 7. Volumes of retail sales of refrigerators and freezers by regions of RF in 2009-2011, ths. rub.

Diagram 4. Changes in the regional structure of retail sales of refrigerators and freezers in RF in money terms in 2009-2011, %

Schedule 19. Dynamics of retail sales of household electrical appliances in Russia in 2009-2011*, bln. rub.

Schedule 20. Dynamics of retail sales of household electrical appliances by quarters in 2009-2011, bln. rub.

Table 8. Volumes of retail sales of household electrical appliances in federal districts of RF in 2009-2011, ths. rub.

Diagram 5. Changes in the structure of retail sales of household electrical appliances by federal districts of RF in money terms in 2009-2011, %

Table 9. Volumes of retail sales of household electrical appliances by regions of RF in 2009-2011, ths. rub.

Diagram 6. Changes in the regional structure of retail sales of household electrical appliances in RF in money terms in 2009-2011, %

Schedule 21. Dynamics of retail sales of washing machines in Russia in 2009-2011*, bln. rub.

Schedule 22. Dynamics of retail sales of washing machines by quarters in 2009-2011, bln. rub.

Table 10. Volumes of retail sales of washing machines in federal districts of RF in 2009-2011, ths. rub.

Diagram 7. Changes in the structure of retail sales of washing machines by federal districts of RF in money terms in 2009-2011, %

Table 11. Volumes of retail sales of washing machines by regions of RF in 2009-2011, ths. rub.

Diagram 8. Changes in the regional structure of retail sales of washing machines in RF in money terms in 2009-2011, %

Schedule 23. Dynamics of retail sales of audio and video equipment in Russia in 2009-2011*, bln. rub.

Schedule 24. Dynamics of retail sales of audio and video equipment by quarters in 2009-2011, bln. rub.

Table 12. Sales results of audio and video equipment in federal districts of RF in 2009-2011, ths. rub.

Diagram 9. Changes in the structure of retail sales of audio and video equipment by federal districts of RF in money terms in 2009-2011, %

Table 13. Volumes of retail sales of audio and video equipment by regions of RF in 2009-2011, ths. rub.

Diagram 10. Changes in the regional structure of retail sales of audio and video equipment in RF in money terms in 2009-2011, %

Schedule 25. Dynamics of retail sales of TV-sets in Russia in 2009-2011*, bln. rub.

Schedule 26. Dynamics of retail sales of TV-sets by quarters in 2009-2011, bln. rub.

Table 14. Volumes of retail sales of TV-sets in federal districts of RF in 2009-2011, ths. rub.

Diagram 11. Changes in the structure of retail sales of TV-sets by federal districts of RF in money terms in 2009-2011, %

Table 15. Volumes of retail sales of TV-sets by regions of RF in 2009-2011, ths. rub.

Diagram 12. Changes in the regional structure of retail sales of TV-sets in RF in money terms in 2009-2011, %

Schedule 27. Dynamics of retail sales of computers in complete package in Russia in 2009-2011*, bln. rub.

Schedule 28. Dynamics of retail sales of computers in complete package by quarters in 2009-2011, bln. rub.

Table 16. Volumes of retail sales of computers in complete package in federal districts of RF in 2009-2011, ths. rub.

Diagram 13. Changes in the structure of retail sales of computers in complete package by federal districts of RF in money terms in 2009-2011, %

Table 17. Volumes of retail sales of computers in complete package by regions of RF in 2009-2011, ths. rub.

Diagram 14. Changes in the regional structure of retail sales of computers in complete package in RF in money terms in 2009-2011, %

Schedule 29. Dynamics of retail sales of photographic equipment and photo products in Russia in 2009-2011*, bln. rub.

Schedule 30. Dynamics of retail sales of photographic equipment and photo products by quarters in 2009-2011, bln. rub.

Table 18. Volumes of retail sales of photographic equipment and photo products in federal districts of RF in 2009-2011, ths. rub.

Diagram 15. Changes in the structure of retail sales of photographic equipment and photo products by federal districts of RF in money terms in 2009-2011, %

Table 19. Volumes of retail sales of photographic equipment and photo products by regions of RF in 2009-2011, ths. rub.

Diagram 16. Changes in the regional structure of retail sales of photographic equipment and photo products in RF in money terms in 2009-2011, %

5. THE LARGEST PLAYERS IN THE MARKET OF RETAIL SALES OF HOUSEHOLD APPLIANCES AND ELECTRONICS

Table 20. Shareholders/founders of «M.Video Management» LLC

Diagram 17. Structure of «M.Video» stores by the form of location in 2010, %

Table 21. Profit and loss statement of «M.Video Management» LLC, ths. rub.

Table 22. Dynamics of financial activity of «M.Video Management» LLC

Table 23. Shareholders/founders of «Eldorado» LLC

Schedule 31. Cities with the largest number of «Eldorado» stores in 2012, shops

Table 24. Profit and loss statement of «Eldorado» LLC, ths. rub.

Table 25. Dynamics of financial activity of «Eldorado» LLC

Table 26. Shareholders/founders of «Technosila» LLC

Diagram 18. Regional structure of the location of «Technosila» stores in 2012, %

Table 27. Profit and loss statement of «Technosila» LLC, ths. rub.

Table 28. Dynamics of financial activity of «Technosila» LLC

Table 29. Shareholders of «Media-Markt-Saturn» LLC

Diagram 19. Regional structure of the location of «Media Markt» stores in 2012, shops

Table 30. Profit and loss statement of «Media-Markt-Saturn» LLC, ths. rub.

Table 31. Dynamics of financial activity of «Media-Markt-Saturn» LLC

Table 32. Profit and loss statement of «Household appliances» LLC (DOMO brand), ths. rub.

Table 33. Profit and loss statement of «Expert-Retail» CJSC, ths. rub.

Table 34. Profit and loss statement of «Technograd» LLC («Technoshock» brand), ths. rub.

Diagram 20. Structure of shopping spaces by the largest chains of household appliances in 2011, %

Table 35. Comparative characteristics of the largest trade networks of household appliances

6. REVIEW OF THE WEB BUSINESS MARKET OF HOUSEHOLD APPLIANCES AND ELECTRONICS

Schedule 32. Dynamics of the Russian demand for online stores of photo cameras by months in 2010-2012, showings

Diagram 21. Structure of demand of Russian consumers for online stores of photo cameras by the largest cities in May of 2012, %

Schedule 33. Dynamics of the Russian demand for online stores of video cameras by months in 2010-2012, showings

Diagram 22. Structure of demand of Russian consumers for online stores of video cameras by the largest cities in May of 2012, %

Schedule 34. Dynamics of the Russian demand for online stores of TV-sets by months in 2010-2012, showings

Diagram 23. Structure of demand of Russian consumers for online stores of TV-sets by the largest cities in May of 2012, %

Schedule 35. Dynamics of the Russian demand for online computer stores by months in 2010-2012, showings

Diagram 24. Structure of demand of Russian consumers for online computer stores by the largest cities in May of 2012, %

Schedule 36. Dynamics of the Russian demand for online stores of household appliances by months in 2010-2012, showings

Diagram 25. Structure of demand of Russian consumers for online stores of household appliances by the largest cities in May of 2012, %

Schedule 37. Dynamics of demand of Russian Internet consumers for air conditioners by months in 2010-2012, showings

Schedule 38. Dynamics of the Russian demand for online stores of household appliances by months in 2010-2012, showings

Schedule 39. Dynamics of demand of the largest retailers' online stores of household appliances in 2011, showings

7. TRENDS IN THE RUSSIAN MARKET OF HOUSEHOLD APPLIANCES AND ELECTRONICS

Schedule 40. Preferences by points of purchase of household appliances in Russia and Moscow in 2011, %

8. DEVELOPMENTAL FORECAST OF RETAIL SALES OF HOUSEHOLD APPLIANCES AND ELECTRONICS

Schedule 41. Dynamics of the Russian market volume of household appliances in 2009-2011 and its forecast for 2012-2014, bln. USD.

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



**PURPOSE OF OUR COMPANY IS TO ENSURE THE SUCCESSFUL
IMPLEMENTATION OF BUSINESS PROJECTS OF OUR CLIENTS**

E-mail: info@i-plan.ru

Web site: www.i-plan.ru

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