



## Market Assessment Study

## Food & Beverage

The client is the second largest food and beverage business in the world and the largest food and beverage business by net revenue in North America. The objective of the study was to assess the market size, market potential and growth opportunity for flavored milk and convergence drinks (milk, juice, whey, juice, dairy based drinks) in Russia and key target countries specified by the client.

### Report Coverage

- Russia - Macroeconomic overview
- Russia - Food and beverages industry overview (Main findings and trends)
- Market share in Russia
- Flavored milk and convergence dairy-based drinks market overview - Russia vs. international markets:
  - USA, Canada, Germany, UK, Spain, Portugal, Netherlands, Norway, Sweden, Austria, Hungary and Greece
- Comparative data analysis
- Market size: Flavored milk and convergence drinks
- Per capita consumption: Flavored milk, convergence drinks and other drinks
- Average price: Flavored milk, convergence drinks and other drinks
- Market segmentation analysis of flavored milk & convergence drinks: By type, by pack and by flavor
- Key market drivers and challenges
- Market entry recommendations
  - Local partnerships
  - Distribution and awareness
  - Product and demographic strategy

