



Market assessment study for a global food and beverage company

Case Study | Food & Beverage

Objective

Our client, a leading food and beverage company in the world, wanted to assess the market size and potential growth opportunity for flavored milk and convergence drinks in Russia. To gain relevant insights, it was in search of a partner that could provide the industry overview along with the market share of the food and beverages industry in the region.

Scope of study

The scope of the study included:

1. Analyzing the growth potential of Russia's flavoured milk and convergence drinks market and how they compare with other countries.
2. Identifying the best practices and norms in other countries to develop a market entry strategy for the Russian market.
3. Identifying challenges and drivers of the flavoured milk and convergence drinks market specific to Russia.
4. Providing recommendations for creating a suitable market entry strategy.

Solution

Netscribes' solution included a detailed study of the market on the following factors:

1. We provided a detailed study of Russia's flavoured milk and convergence drinks market, which included the size (by revenue, type, flavour, packaging, etc.), competitive landscape, consumption patterns, trends and challenges.
2. We then analyzed 12 other countries that account for a major share of the global flavoured milk and convergence drinks industry. This also included a comparative study of Russia with 12 other nations to identify potential opportunities in the country. The parameters for the comparative study included:
 - i) Market size and growth
 - ii) Consumption per capita (in USD and litres)
 - iii) Average price
 - iv) Type of products available in different markets
 - v) Best practices and success stories of other players

Results delivered

Our market assessment study not only provided the estimated market size, forecasted growth and market entry potential in Russia, but also revealed several untapped opportunities for growth in the flavored drinks market across 12 major countries.

Benefit

Through Netscribes' market assessment study, the client was able to understand the inner workings of Russia's flavored milk and convergence drinks market and prepare a well-informed market entry strategy.

Uncover business opportunities and foster strategic growth with comprehensive market insights

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