

**Intesco
Research
Group**

RESTAURANTS OF ST. PETERSBURG AND MARKET OF ST. PETERSBURG RESTAURANTS – 2012



MOSCOW 2012

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ABOUT INTESCO RESEARCH GROUP

RESEARCH METHODOLOGY

Subject of research:

RESTAURANTS MARKET

Goal of research:

EVALUATION AND DYNAMICS OF THE MARKET

Region of research:

SAINT PETERSBURG

Main blocks of research:

VOLUME OF SAINT PETERSBURG PUBLIC CATERING MARKET
RESTAURANTS IN THE STRUCTURE OF PUBLIC CATERING ENTERPRISES OF
SAINT PETERSBURG
TRENDS ON THE MARKET OF RESTAURANTS OF SAINT PETERSBURG
FACTORS, INFLUENCING THE MARKET OF SAINT PETERSBURG
RESTAURANTS
RATING OF SAINT PETERSBURG RESTAURANTS
SEGMENTATION OF RESTAURANT OF SAINT PETERSBURG
FORECAST OF THE MARKET OF SAINT PETERSBURG PUBLIC CATERING

Restaurants of Saint Petersburg are researched by the following parameters:

GEOGRAPHICAL LOCATION
PRICE SEGMENTATION
WORKING REGIME
MOST FREQUENTLY PRESENTED CUISINES
AVAILABILITY OF ADDITIONAL ROOMS
AVAILABILITY OF SERVICES FOR CHILDREN
ACCEPTANCE OF DIFFERENT CREDIT CARDS
AVAILABILITY OF ENTERTAINMENT

Information sources used:

Federal State Statistics Service
Data of regional departments

Field expert evaluations

Materials of field enterprises

Field print and electronic publications

Materials of producing companies and market participants

The research contains 19 schedules, 36 diagrams, 3 schemes and 4 tables.

EXTRACTS FROM RESEARCH

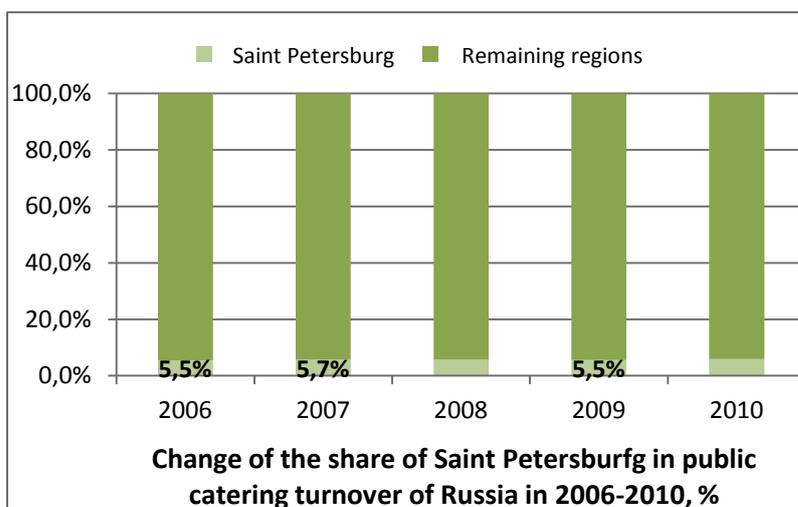
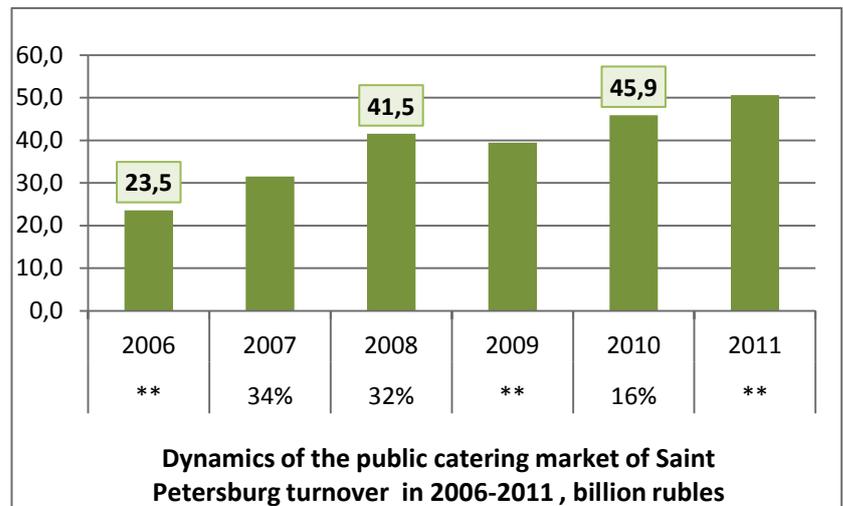
CHAPTER 3

VOLUME OF THE MARKET OF
SAINT PETERSBURG PUBLIC
CATERING

In 2011, the turnover of public catering market in Saint Petersburg amounted to **, billion rubles, or **,7 billion rubles more than in the previous year. In 2010 the turnover increased by 16% and was equal to 45,9 billion rubles. Fast-food had about 60% of total market turnover (about 30 billion rubles a year).

Market growth was limited by high prices and

lack of suitable premises for opening of public catering enterprise and a large number of similar outlets.



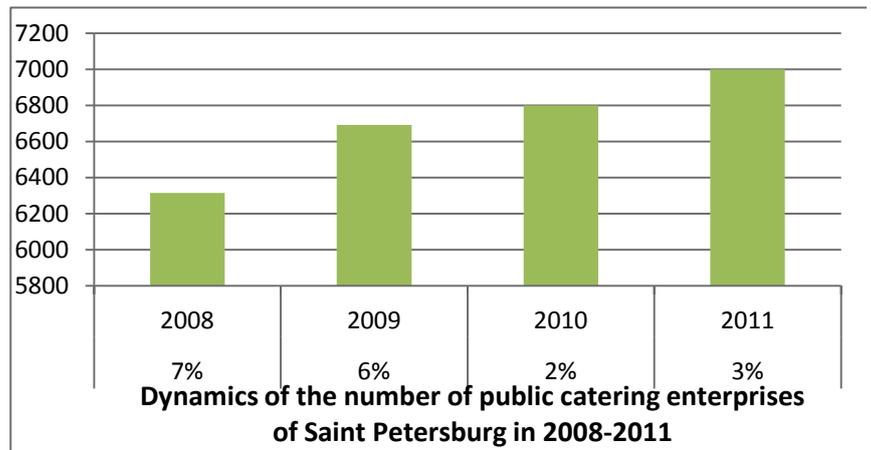
The share of Saint Petersburg on all-Russian market of public catering did not change since 2006 to 2010 and was equal to about **%.

In 2009 market share of Saint Petersburg in total volume decreased by 0,2 %, and in the following year increased by 0,4 %, exceeding the level of 2008 by 0,2 %.

CHAPTER 4

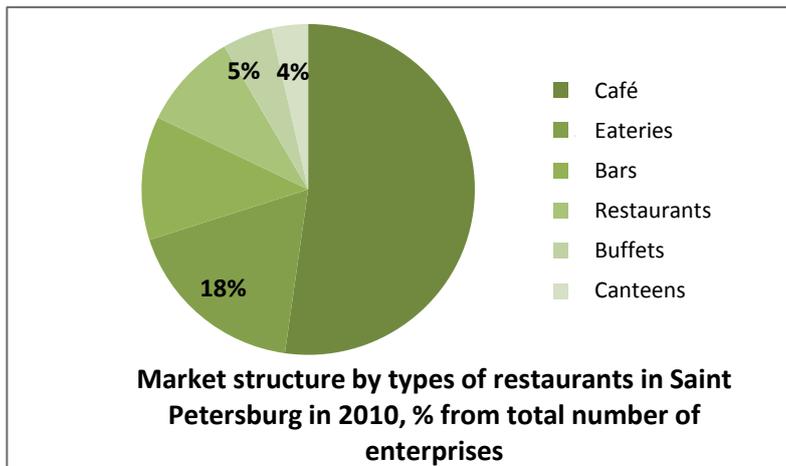
RESTAURANTS IN THE STRUCTURE OF PUBLIC CATERING ENTERPRISES OF SAINT PETERSBURG

During 2008-2011 number of public catering enterprises in Saint Petersburg increased by 18%. The period of an active growth occurred in 2005, 2007 when the number of enterprises increased 20-25%. In 2011 the growth amounted to 3% *** new enterprises of public catering.

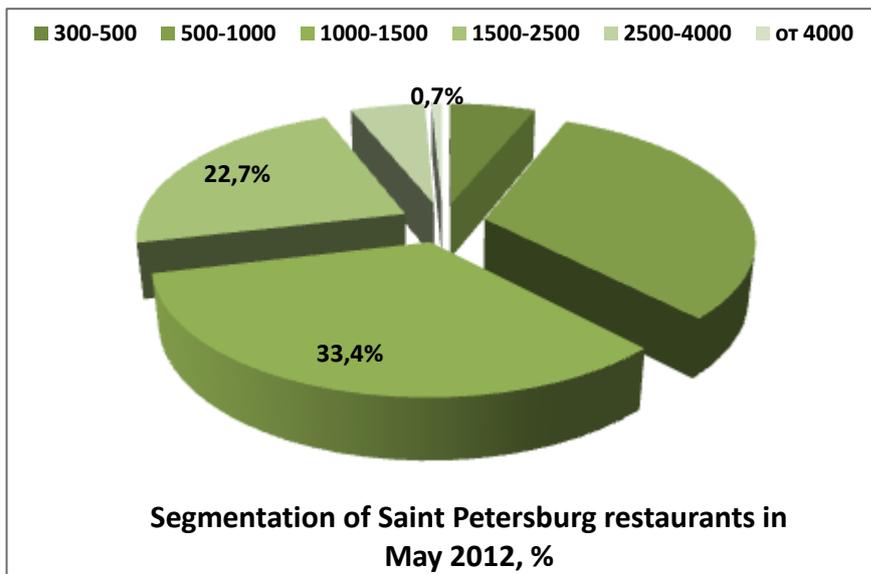


Cafes prevailed in the structure of market by types of public catering enterprises in 2010 and had **% of total

number of enterprises. One fifth belonged to eateries. Restaurants had ***% of total number of enterprises.



CHAPTER 9

PRICE SEGMENTATION OF SAINT PETERSBURG RESTAURANTS

According to experts of Intesco Research Group, about 22,7% of Saint Petersburg restaurants have an average bill from 500 to 1 000 rubles. 33,4% of the outlets belonged to lower price segment from 300 to 500 rubles.

One third of restaurants operated in the price segment from

1 000 to 1 500 rubles. In one of five outlets you can spend 1 500-2 500 rubles. The average bill in 3,3% of the restaurants amounts to from 2 500 to 4 000 rubles. More than 4 000 rubles per a person can be spent in 0,7% of restaurants.

Thus, the least popular restaurants of the capital belong to the price spectrum «up to 500 rubles» and «above 4 000 rubles».

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ABOUT INTESCO RESEARCH GROUP

ABOUT INTESCO RESEARCH GROUP

INTESCO RESEARCH GROUP is the analytical agency, specializing in development of high-quality business plans, feasibility studies and marketing researches on federal and regional levels. 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 investigation methods. When conducting marketing researches and developing the business plans the agency 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.

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