

**Intesco  
Research  
Group**

# SPORTING EQUIPMENT AND RUSSIAN MARKET OF SPORTING EQUIPMENT



MOSCOW 2012

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### **ABOUT INTESCO RESEARCH GROUP**

## RESEARCH METHODOLOGY

**Subject of research:**

MARKET OF SPORTING PLANT AND EQUIPMENT

**Goals of research:**

EVALUATION OF THE MARKET AND FORECAST OF ITS DEVELOPMENT FOR 2013-2015

**Regions of research:**

RUSSIA

REGIONS OF RF

**Main blocks of research:**

WORLD MARKET OF SPORTING EQUIPMENT

VOLUME OF THE MARKET OF SPORTING PLANT AND EQUIPMENT

ANALYSIS OF RETAIL SALES ON THE MARKET OF SPORTING EQUIPMENT

THE LARGEST COMPANIES ON THE MARKET OF SPORTING EQUIPMENT

TRENDS ON TH MARKET OF SPORTING EQUIPMENT

STATE REGULATIONS OF THE MARKET

FORECAST OF THE MARKET OF SPORTING EQUIPMENT DEVELOPMENT FOR 2012-2015

**Information sources used:**

Federal State Statistics Service

Ministry of agriculture of Russia

Federal Customs Service

Federal Tax Service

Expert evaluations

Material of market players

Field print and electronic, business and specialized publications

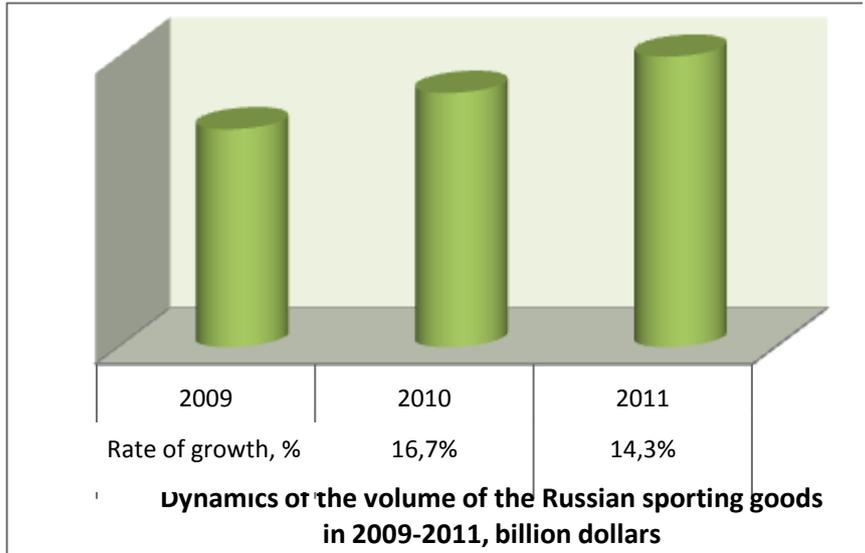
**Research contains 23 schedules, 11 diagrams, 14 tables**

## EXTRACTS FROM RESEARCH

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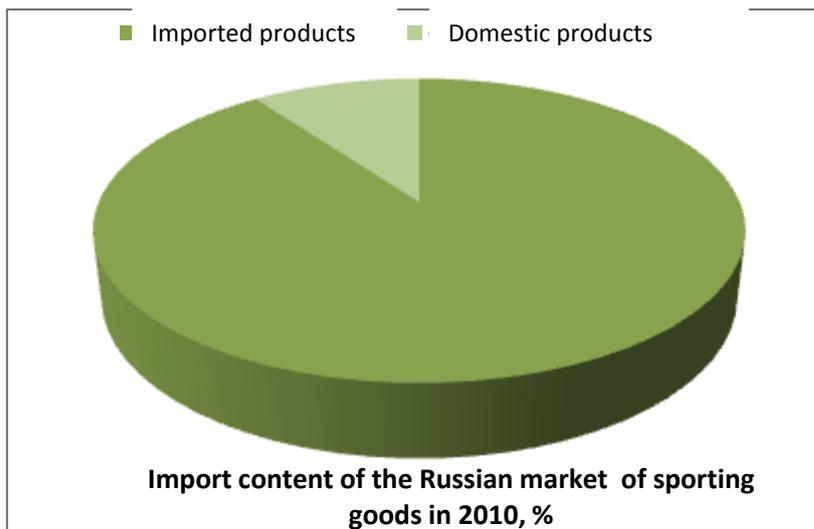
#### VOLUME OF THE RUSSIAN MARKET OF SPORTING EQUIPMENT

Volume of the Russian market of sporting equipment in 2011 was estimated at \*\* billion dollars that was 14,3% more than in the previous year. If we talk about the world market then Russia has a small share, not more \*\*%. At the same time the volume of Chinese market amounts to about 200 billion dollars. Compared to the USA the Russian market is 30 times less.



In coming years, the domestic sporting goods market will increase in the threshold of the Universiade in Kazan and Sochi

Olympics, but large amounts of tools and equipment will be imported. By 2015, the market could exceed by 7 billion dollars. According to RAPSI about \*\*% of the Russian market of sporting goods belongs to imported goods.

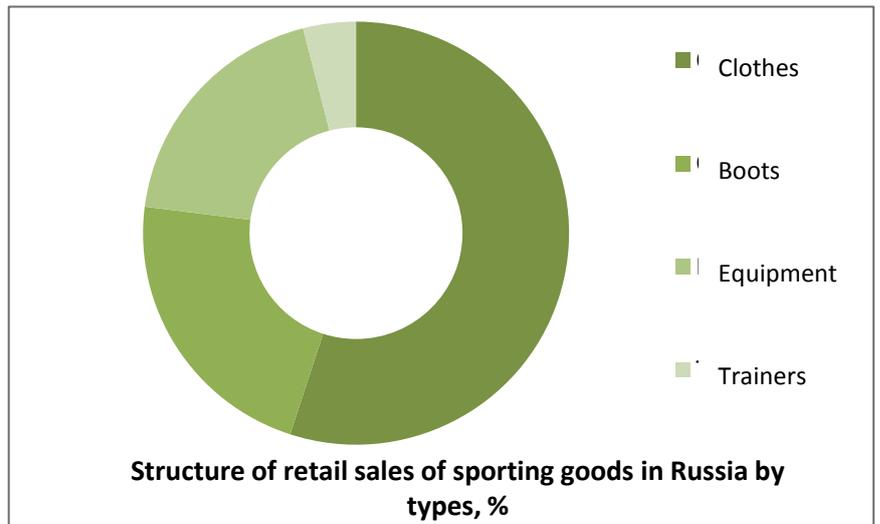


**CHAPTER 4**

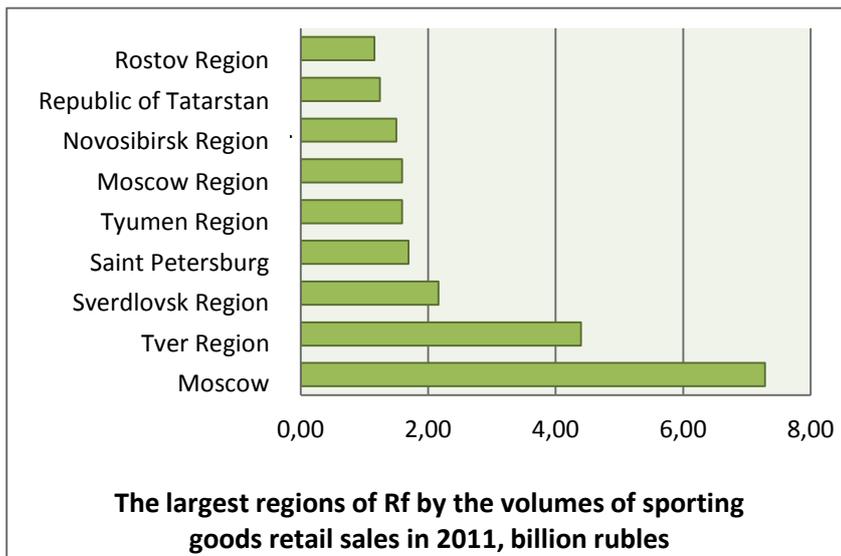
**ANALYSIS OF PRICES ON THE MARKET OF SPORTING GOODS**

Over a half of all the retail sales of sporting goods in Russia belongs to clothes. One fifth belonged to sport boots, slightly less share belonged to equipment - \*\*%. Only \*\*% belonged to the share of trainers.

The maximal volume of sporting goods sales in 2011 was marked in Moscow – \*\*\* billion dollars. Tver Region sold goods for \*\*,4 billion rubles and two times less – Sverdlovsk Region. Also the number of the leading regions also included Saint Petersburg, Tyumen Region and Moscow Region, Novosibirsk



Region – \*\* billion rubles, Republic of Tatarstan and Rostov Region – \*\*,24 billion rubles and \*\*,16 billion rubles respectively.



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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.

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**

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