

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Russian Federation

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### Market Research Consultants

**Report Categories:**

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**Report Highlights:**

This report provides a partial list of consultants available for conduct of market research and other investigations into Russian agriculture, agribusiness, food retailing, the food economy, and rural affairs. This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

## **INTRODUCTION**

This report provides a partial list of consultants available for conduct of market research and other investigations into Russian agriculture, agribusiness, food retailing, the food economy, and rural affairs.

Readers of GAIN reports sometimes address to this office inquiries or requests for information that exceed the ability of USDA's offices in Russia to fulfill. These inquiries range from requests for detailed research into a specific Russian province's agriculture sector to requests for in-depth analysis of a specific product. While we strive to be as helpful as possible, we are unable to accommodate most requests for custom analysis and research. For that reason, we present here a list of potential commercial sources of analytical and research services.

This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

## CONSULTANTS

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### **Agrarian Laboratory, Gaidar Institute (IEP)**

Agri-Food Economics

Gazetnyy pereulok, 5

125993 Moscow

Tel.: +7 (495) 629-6413.

Fax: +7 (495) 697-8816, 695-6841

E-mail: [wwwiet@iet.ru](mailto:wwwiet@iet.ru)

Web: [www.iep.ru/](http://www.iep.ru/)

### **All-Russian Institute of Agrarian Problems and Information, (VIAPI)**

Kharitonyevskiy Pereulok, 21-1

105064 Moscow

Tel. +7 (495) 607-3695, Fax: 628-2290

E-mail: [info@viapi.ru](mailto:info@viapi.ru)

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Ms. Renata Gennadiyevna Yanbykh

Director

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Agrarian Laboratory and All-Russian Institute of Agrarian Problems and Information, though maintaining distinct identities and separate spheres of expertise, are temporarily sharing common management and some common research resources.

RosAgroFond enjoys deep expertise in agriculturally and rural-related economic, sociological and legal fields as a result of 10 years of experience implementing rural and regional development projects in CIS countries. This work has resulted in introducing new laws and changes to existing legislation at the federal and regional levels, with particular emphasis on drafting basic legislation for land privatization and farm reorganization in the Russian Federation. RosAgroFond's core activities include methodological support to and development of sustainable rural livelihoods mechanisms, feasibility studies of reorganization of farm enterprises and rural service sectors, revitalization of insolvent farms, refining land relations and protection of land owners' rights, development of a micro-finance support systems to encourage rural economic activities, integration and promoting cooperation of rural producers, raising rural residents' awareness of economic and legal issues, and support for development of regional consultancy services for agribusinesses. Rosagrofond enjoys excellent access to data and is good for in-depth studies of production agriculture and rural entrepreneurship, particularly at the regional level.

IET's agricultural and food economics group is best known for its policy analysis and drafting of federal laws and regulations for the governments of Russia and Kazakhstan as well as Russian provincial governments. It also does some commodity analysis by special order. Clients include ministries of the Russian Federation government, governments of certain Russian provinces, the USA Poultry and Egg

Export Council, FAO, the World Bank, U.S. Agency for International Development, Bonn University, Russian Juice Producers Union, Soros Foundation, and Corvinus University (Budapest).

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**AGRORU.kom**

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AGRORU.kom provides a wide range of information, advertising, PR and business services in agriculture and food industry markets since 2001. AGRORU.com provides the following services for foreign and domestic manufacturers: finds dealers in Russia, searches for suppliers abroad, seeks for new partners for the Russian companies, organizes and conducts business meetings.

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**Business Analytica Market Concept**

Prospekt Andropova, 22

115533 Moscow

Tel. +7 (495) 223-3393, Fax 223-3394

E-mail: [clientservice@businessanalytica.ru](mailto:clientservice@businessanalytica.ru)

Web: <http://www.businessanalytica.ru/en/index.php>

Business Analytica Market Concept specializes in the provision of reliable information on the Russian consumer market. The firm gathers and processes information obtained through retail audits, as well as analyzes consumer preferences and trends (identified by means of quantitative and qualitative surveys) fully adapted to specific Russian conditions. Business Analytica provides its clientele with a wide range of market research and analytical services. Recent reports have covered alcoholic beverages, ice cream, and soft drinks. Its clientele tends toward producers and distributors of finished goods.

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**eMeat Analytical agency**

Tel.: +7 (985) 130-63-72; +7 (495) 730-85-30

Email: [info@emeat.ru](mailto:info@emeat.ru); [admin@emeat.ru](mailto:admin@emeat.ru)

Web: [www.emeat.ru](http://www.emeat.ru)

Russian analytical agency eMeat has been in the consulting services market since 2004. eMeat clients are the largest Russian meat and poultry product producers, importers, and traders. The company offers potential international clients a wide range of information services, including information about the potential of the Russian market of raw meat materials, real-time data about the current state of the Russian meat market (production, imports, price trends, legislative changes, key events), forecasts of its

development in the short, medium and long term period, new customers among Russian companies, and resolutions to questions or problems while working with the Russian market. The company provides professional support, research, and clarification of all aspects of the Russian meat market.

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### **Euromonitor International**

Jogailos Street 4

Vilnius LT - 01116, Lithuania

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Email: [info@euromonitor.lt](mailto:info@euromonitor.lt)

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Euromonitor International is a provider of business intelligence, best known for its excellent online databases on consumer purchases and analysis of trends in retail markets. Products include market reports, business reference books and online information databases that integrate international market statistics with strategic, insightful comments and reports. Euromonitor also offers custom analysis and reports, including qualitative- and quantitative-based trade surveys and analysis (phone, face-to-face and data collection interviews). Its over 2,000 clients include consumer-facing manufacturers and retailers, raw material suppliers, ingredient manufacturers, distributors and packagers, investment banks and strategic consultancy firms.

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### **Institute for Agricultural Market Studies (IKAR)**

Ryazanskiy prospekt 24, office 604

Moscow

Tel/Fax +7 (495) 232-9007

Web: [www.ikar.ru](http://www.ikar.ru)

Dr. Dmitriy Nikolayevich Rylko

General Director

Email: [dmitri\\_rylko@hotmail.com](mailto:dmitri_rylko@hotmail.com); [d.rylko@ikar.ru](mailto:d.rylko@ikar.ru)

Dr. Rylko and his analytical group mainly perform general agricultural-food market research with emphasis on vertical commodity markets, but they are very good at policy analysis as well. IKAR also publishes regular reports, particularly on prices. IKAR's clientele includes more than 200 permanent and one-time customers over last year and a half, including Bunge, Cargill, Cherkizovskiy, Danone, Gasprombank, Glencore, E.D.F Man, Louis Dreyfus Corporation, KPMG, Mars, McDonalds, Mitsubishi, Raiffeisen Bank, Russian Railroads, Sberbank, Sucden, Tyson Foods, U.S. Dairy Export Council, and Unilever.

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### **Institute of Agrarian Marketing (IAM)**

Ulitsa Shchipok, 20, k. 308  
113054 Moscow  
tel. +7 (495) 710-11-19; +7 (495) 710-12-64  
Email: [iam@iamgroup.ru](mailto:iam@iamgroup.ru)  
Web: <http://www.iamgroup.ru/>

Ms. Yelena Borisovna Tyurina  
General Director

IAM conducts in-depth local market studies for commodities and branded products, publishes regular reports on food markets, including monthly price surveys, and researches consumer demand, including consumer surveys. IAM is perhaps best known for its monitoring of the Russian meat market, but also has expertise in the sugar and grain markets, and tracks activities of major private firms in these sectors. IAM offers such specialized consulting services as preparation of the marketing sections of business plans and business matchmaking. Its clientele includes an array of Russian private companies, as well as Boston Consulting Group Ltd. and Russian provincial governments.

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#### **KPMG Russia**

Head Office, Russia and the CIS  
Naberezhnaya Tower Complex, Block C  
10 Presnenskaya Naberezhnaya  
Moscow 123317  
Fax: +7 495 937 4499  
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Alexey Maltsev,  
Senior manager, Consumer Sector  
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KPMG has been working in Russia since 1990. KPMG Strategy Group offers services for consumer sector companies in the field of strategic consulting: market analysis, development of company strategy, market launch of new products, financial and commercial evaluation of the company, integration strategy, strategy of product and geographic diversification of the company, etc. KPMG in Russia has offices in Moscow, Saint-Petersburg, Yekaterinburg, Kazan, Krasnoyarsk, Nizhny Novgorod, Novosibirsk, and Rostov-on-Don.

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#### **Nielsen**

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Tel.: +7 (495) 663 36 83/80; Fax: +7 (495) 663 36 84;  
Web: [www.acnielsen.com](http://www.acnielsen.com); <http://www.acnielsen.ru/pages/32.htm>

Nielsen in Russia specializes in studies of sales (including prospects for sale) of packaged goods and consumer surveys. One of its strengths is analysis of consumer trends and identification of opportunities for sale of products. Prominent clients include Proctor & Gamble, Coca Cola, Pepsico, Unilever, Nestle, Tetra Pak, Kraft, Mars, Metro, Danone, BAT, and Heineken.

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### **ProZerno**

Ulitsa Vozdvizhenka, d. 4/7, str. 1,  
129329 Moscow  
Tel.: +7 (495) 705-9031 ext. 26123  
Web: <http://www.prozerno.ru/contacts.html>

Mr. Vladimir Petrichenko  
General Director  
E-mail: [petrichenko@prozerno.ru](mailto:petrichenko@prozerno.ru); [petrichenko@rts.ru](mailto:petrichenko@rts.ru)

ProZerno specializes in research of grain and oilseed markets in Russia and other CIS countries. Its specialties include price monitoring, production forecasting, and market projections. Its clients include the Russian Grain Union, Central Bank of Russia, the State Reserves Agency, Ministry of Agriculture, Ministry of Economic Development and Trade, and major grain trading and merchandizing companies in 30 of Russia's provinces.

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### **SovEcon**

POB 30  
129346 Moscow  
Tel. +7 (495) 129-8027, Fax 129-8072  
Web: [www.ovecon.ru](http://www.ovecon.ru)

Dr. Andrey Yevgen'yevich Sizov  
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SovEcon is the oldest private market research firm in Moscow, dating to 1990, and thus has an established track record of quality analysis and research. It is well respected for analysis of grains and oilseeds. SovEcon regularly provides deep insights into what is moving markets at any given time. SovEcon also performs specialized analysis of local (regional) markets for grains and oilseeds, and analyzes business plans of clients. Clients have included the World Bank, U.S. Grains Council, and Fazer Group in Russia, as well as a wide array of domestic Russian businesses in the grains and oilseeds sector.