

Russia Foodservice Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Russian foodservice market is likely to witness a CAGR of 4.7% during the forecast period (2022-2027).

The COVID19 outbreak significantly affected the market due to the closure of several quick-service and other restaurants, owing to the rules and regulations imposed by the government. Thus, this factor led to a decline in product sales as consumers' movement was restricted during the pandemic. Starbucks, one of the major players in the industry, witnessed a decline in sales during the pandemic. According to the company, the major loss was due to the closures of its shops across the country.

Over the medium term, consumer demand for different delicacies may foster the market's growth, with increasingly busy schedules and rising household budgets. Growing promotional offers like happy hours and coupon discounts are also driving the market sales.

The increasing number of fast-food chains, cafes/bars, and other restaurants with unique, innovative formats, concepts, and services/delivery options also drives the market's growth.

Russia Foodservice Market Trends

Increasing Prevalence of Eating/Dining Out

Due to the enhanced convenience in food consumption, there was a high preference for food outlets for breakfast, lunch, and dinner among those with busy lifestyles during the study period. According to the Russian Federal State Statistics Service, Russian households, on average, spend around 4.5% of their total expenditure on eating out. However, with the COVID-19 outbreak, the

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

rate decreased to around 2.7% in 2020. Visiting a restaurant was the most expensive type of eating out in Russia, with an average consumer price of a meal for one person exceeding RUB 2.8 thousand in 2020. Russia is witnessing an increase in the number of food chain outlets, with more individuals preferring cuisines, meals, and dishes of other countries, like pancakes, burgers, sandwiches, pizza, and baked potatoes, thus driving the market's sales.

Chained Consumer Foodservice Became the Fastest-growing Segment

Chained foodservice like fast-food restaurants and coffee houses/cafes are growing rapidly in Russia compared to fine dining and mid-range restaurants. Young and middle-aged consumers in Russia heavily purchase food from chained restaurants. Chained fast-food outlets are performing well in the country due to the overall popularity of franchising in Russia and the customers' preference for well-known and consistent foodservice standards provided by chained outlets. Therefore, more global players are expanding into the market landscape. For instance, the number of Starbucks outlets in Russia grew from 106 in 2016 to around 146 in 2020.

Russia Foodservice Market Competitor Analysis

Major players in the Russian foodservice market include McDonald's, Yum! Brands RSC, Starbucks Coffee Company, Restaurant Brands International Inc., and Rosinter Restaurants. Chained food restaurants in Russia have been recording an increase in value sales by developing various outlets, thus increasing their presence. Companies are increasing their production capacities and expanding their distribution networks by signing contracts with logistics service providers to grow their business and gain a competitive advantage.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.1 By Type

5.1.1 Full-service Restaurant

5.1.2 Self-service Restaurant

5.1.3 Fast Food

5.1.4 Street Stall and Kiosk

5.1.5 Cafe and Bar

5.1.6 100% Home Delivery Restaurant

5.2 By Structure

5.2.1 Independent Consumer Foodservice

5.2.2 Chained Consumer Foodservice

6 COMPETITIVE LANDSCAPE

6.1 Most Active Companies

6.2 Most Adopted Strategies

6.3 Market Share Analysis

6.4 Company Profiles

6.4.1 McDonald's

6.4.2 Yum! Brands RSC

6.4.3 Restaurant Brands International Inc.

6.4.4 Starbucks Coffee Company

6.4.5 Wendy's Fast Food Restaurant Company

6.4.6 Teremok

6.4.7 Domino's Pizza Restaurant Company

6.4.8 Papa John's Pizza

6.4.9 Doctor's Associates Inc.

6.4.10 Rosinter Restaurants

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Russia Foodservice Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

