

Report

www.bsria.co.uk

Bathroom Equipment 2007

Russia - Taps and Mixers

Report 50484/24
January 2008

A multi client study

Compiled by: Natalia Webb

No. of pages: 26 of text

Quality Approved: *Johannes Fritsch*

This report must not be reproduced except in full without the written approval of an executive director of BSRIA. It is only intended to be used within the context described in the text.

BSRIA Limited
Old Bracknell Lane West, Bracknell, Berkshire RG12 7AH UK
T: +44 (0)1344 465600 **F:** +44 (0)1344 465626
E: bsria@bsria.co.uk **W:** www.bsria.co.uk

CONTENTS

1	MARKET BACKGROUND OVERVIEW	1
1.1	Economy and construction.....	1
1.1.1	Population and climate	1
1.1.2	Economy.....	1
1.1.3	Construction.....	3
1.2	Local practices.....	4
2	MARKET SIZE AND SEGMENTATION	6
2.1	Market size.....	6
2.2	Market segmentation	7
2.2.1	By type.....	7
2.2.2	Application.....	7
2.2.3	Finish.....	8
2.3	Segmentation by product positioning	8
3	MARKET DRIVERS AND TRENDS	10
3.1	Market drivers.....	10
3.2	Market trends	11
3.2.1	Forecast assumptions.....	11
4	TAPS AND MIXERS STRATEGIC OVERVIEW	13
4.1	Macro-environmental analysis	13
4.2	Market attractiveness	14
5	STRUCTURE OF SUPPLY	16
5.1	Overview.....	16
5.2	Market shares	18
5.3	Company profiles of local suppliers.....	20
6	DOMESTIC VERSUS OVERSEAS TRADE	22
7	DISTRIBUTION AND END USER SECTOR.....	23
7.1	Overview.....	23
7.2	Distribution of taps and mixers	24
7.3	End user sector	25

TABLES

Table 1.1 Background data economy and construction, 2006-2010.....	1
Table 2.1 Sales of taps and mixers market, volume and value, 2006 and 2007.....	6
Table 2.2 Taps and mixers by type, volume, 2007.....	7
Table 2.3 Taps and mixers by application, volume, 2007.....	7
Table 2.4 Taps and mixers by finish, volume, 2007.....	8
Table 2.5 Sales of taps and mixers, volume and value, 2007.....	9
Table 2.6 Main brands by segment, 2007.....	9
Table 3.1 Taps and mixers market forecasts, volume ('000 units), 2006-2011.....	11
Table 4.1 PESTLE analysis of Russia bathroom equipment market.....	13
Table 4.2 Competitive forces analysis.....	14
Table 4.3 Market attractiveness matrix by product type.....	15
Table 5.1 Market shares of taps and mixers, volume ('000 units), 2006 and 2007.....	18
Table 5.2 Market shares for taps and mixers, value (US\$ million), 2006 and 2007.....	19
Table 5.3 Market shares for taps and mixers, value (Euro million), 2006 and 2007.....	19
Table 6.1 Overseas trade, volume ('000 units), 2006.....	22
Table 7.1 First point of distribution for manufacturers / importers, 2007E.....	25
Table 7.2 Market for taps and mixers end user sector, 2007E.....	25

FIGURES

Figure 2.1 Map of Russia.....	1
Figure 2.2 Sales of taps and mixers by type, volume %, 2006.....	6
Figure 3.1 Taps and mixers market forecasts, volume, ('000 units), 2006-2011.....	12
Figure 4.1 PESTLE analysis of Russia bathroom equipment market.....	13
Figure 4.2 Competitive forces analysis.....	14
Figure 5.1 Market shares of taps and mixers, volume %, 2006.....	18
Figure 7.1 First point of distribution, taps and mixers, 2007E.....	25
Figure 7.2 Sales of taps and mixers by end user sector, 2007E.....	26

