

## Market research on sausages and sausage products in Russia and abroad

The main questions that have been asked and the conclusions that we have drawn from the data analysis carried out as part of the project. The visualisation below can provide comments on each of the options.

Has the pandemic reduced the consumption of sausages and sausage products?

No

Yes

Has the pandemic affected the structure of produced sausages and sausage products?

No, everything remains the same

Yes, it has changed, following structural shifts in demand

Are consumers more likely to buy economy segment products?

No

Yes, the decline in income during the pandemic has led to a change in consumer preferences

The growth in the production of sausages was due to the rush demand for food products after the introduction of the self-isolation regime.

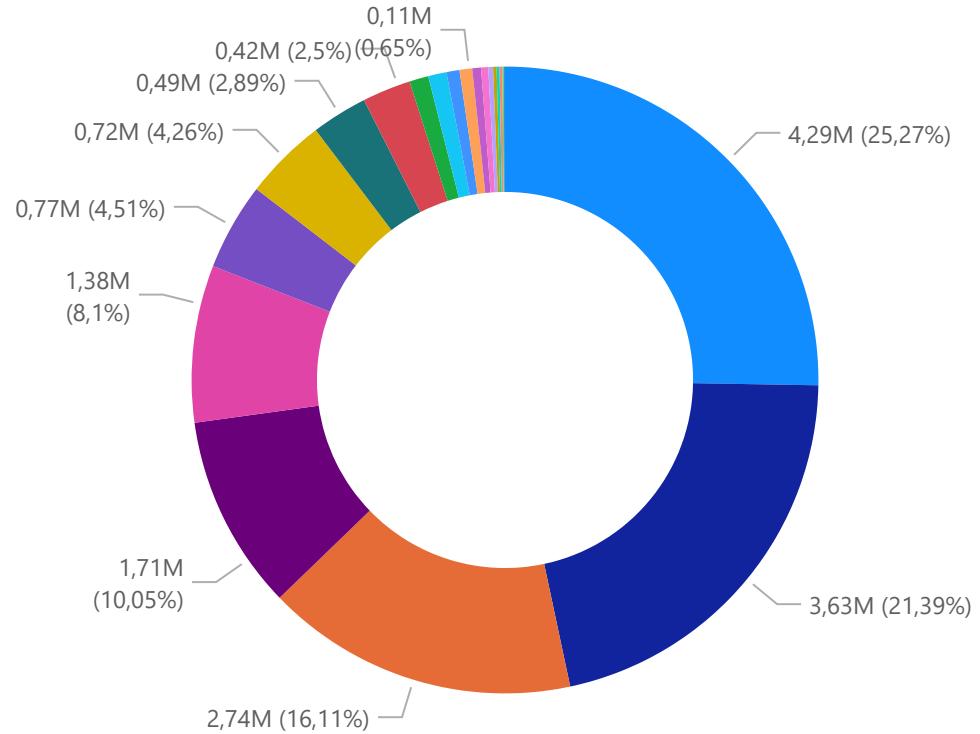
The assortment structure of demand has changed. Producers noted an increase in demand for sausage products, traditional for home consumption, such as hot dogs, sausages and cooked sausage, which led to an increase in the share of these types in the production structure.

It is a mistake to assume that price preferences have not changed, moreover, the demand for sausage products is not growing so dynamically. Sausages and sausage products are characterized by stagnation in consumer demand for sausage products, which is holding back price growth against the backdrop of rising production costs.

Detailed infographics supporting the conclusions formed above can be found on the following project sheets.



## Production of sausages and sausage products



16 987 981,22

Volume of production

### Type

- Cooked sausages
- Smoked sausages
- Hot dogs
- Semi-smoked sausages
- Cooked and smoked sausages
- Sausages
- Other sausage products
- Thermally processed sausages
- Raw smoked sausages
- Thick short sausages
- Liver sausages
- Other smoked sausage products
- Pates
- Other thermally processed sausages
- Meat galantines
- Sausage breads
- Brawns

### Measurement unit

K RUB

tons

### Year of production (select)

2017

2018

2019

2020

2021

### Type of sausage or sausage product (select)

Aspics

Blood sausages

Brawns

Cooked and smoked sausages

Cooked sausages

Dried sausages

Hot dogs

Liver sausages

Meat galantines

Meat jellies

Other sausage products

Other smoked sausage products

Other thermally processed sausages

Pates

Raw smoked sausages

Raw smoked sausages of a spre...

Sausage breads

Sausages

Semi-smoked sausages

Smoked sausages

Thermally processed sausages

Thick short sausages



## Sales volumes by regions of Russia



**14 926 723,41**

Volume of sales

Measurement unit

K RUB

tons

Year of sales (select)

2017

2018

2019

2020

2021

Sales region (select)

Altai region

Amur region

Arhangelsk region

Astrakhan region

Belgorod region

Bryansk region

Chechen Republic

Chelyabinsk region

Chukotka Autonomous Okrug

Chuvash Republic

Irkutsk region

Ivanovo region

Jewish auth. region

Kabardino-Balkarian Republic

Kaliningrad region

Kaluga region

Kamchatka Krai

Karachay-Cherkess Republic

Kemerovo region

Khabarovsk region

Kirov region

Komi Republic

Kostroma region

Krasnodar region

Krasnoyarsk region

Kurgan region

Kursk region

Leningrad region

Lipetsk region

Mari El Republic

Moscow

Moscow region

Murmansk region

Nizhny Novgorod Region

Novgorod region

Novosibirsk region



## Retail prices by regions of Russia



### Type of sausage or sausage product (select)

Cooked sausages

Hot dogs

Raw smoked sausages

Sausages

Semi-smoked sausages

523,97

Average cost

RUB/kg

Measurement unit

Price year (select)

2017

2018

2019

2020

2021

Price region (select)

Altai region

Amur region

Arhangelsk region

Astrakhan region

Belgorod region

Bryansk region

Chechen Republic

Chelyabinsk region

Chukotka Autonomous Okrug

Chuvash Republic

Irkutsk region

Ivanovo region

Jewish auth. region

Kabardino-Balkarian Republic

Kaliningrad region

Kaluga region

Kamchatka Krai

Karachay-Cherkess Republic

Kemerovo region

Khabarovsk region

Kirov region

Komi Republic

Kostroma region

Krasnodar region

Krasnoyarsk region

Kurgan region

Kursk region

Leningrad region

Lipetsk region

Mari El Republic

Moscow

Moscow region

Murmansk region

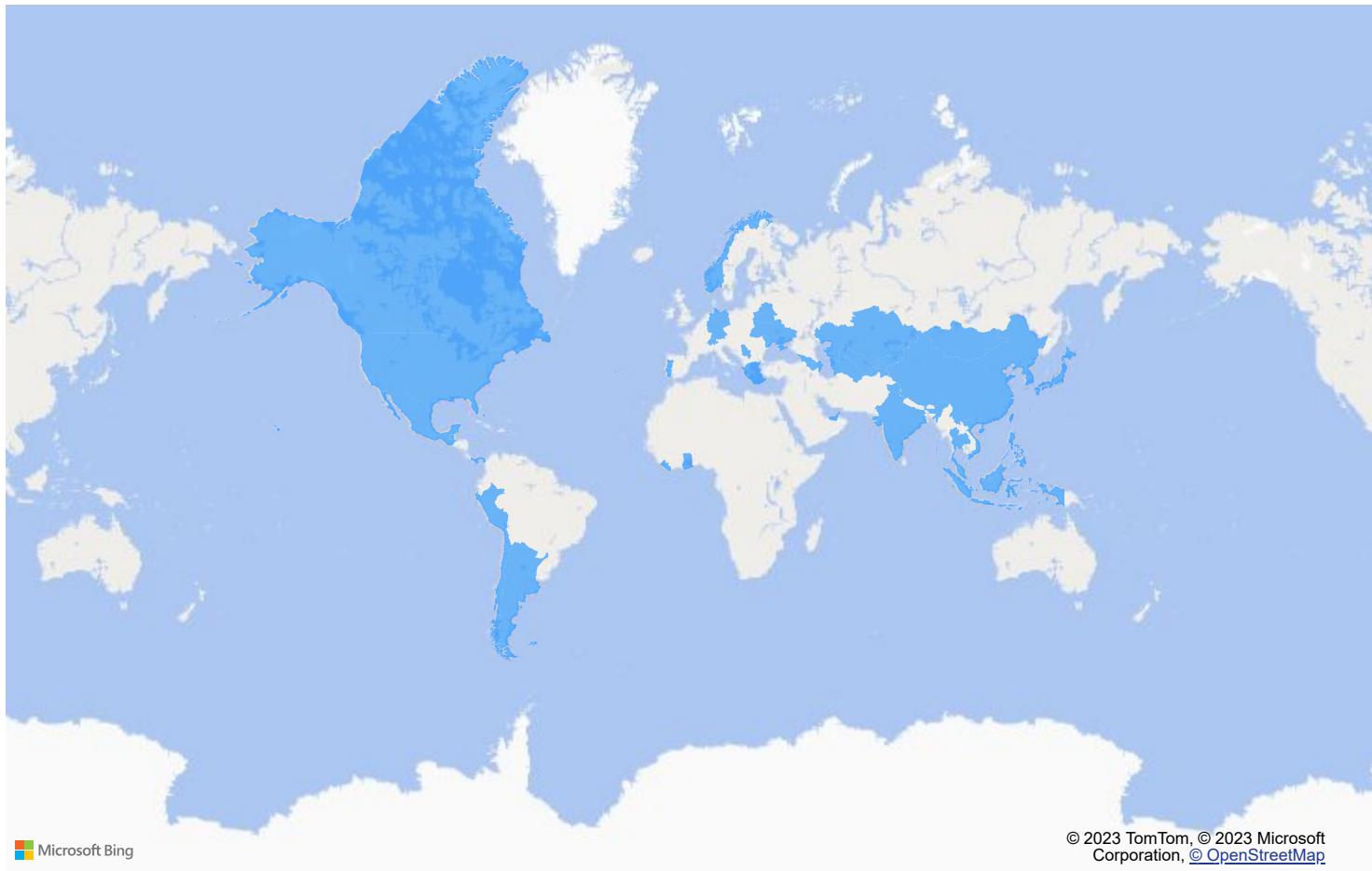
Nizhny Novgorod Region

Novgorod region

Novosibirsk region



### Foreign economic activity by country



### Movement direction (select)

Export

Import

373 599,87

Volume of activity

### Measurement unit

K USD

tons

### Year of activity (select)

2017

2018

2019

2020

2021

### Countries of activity (select)

Abkhazia

Argentina

Armenia

Azerbaijan

Bahamas

Belarus

Canada

CAR

Chile

China

Falkland Islands

Georgia

Germany

Ghana

Greece

Guatemala

Hong Kong

India

Indonesia

Japan

Kazakhstan

Kyrgyzstan

Liberia

Malaysia

Mexico

Moldova

Mongolia

North Korea

Norway

Other countries

Panama

Peru

Philippines

Portugal

San Marino

Serbia



## Prices of foreign economic activity by countries



## Movement direction (select)

Export

Import

7.35

Average price

USD/kg

Measurement unit

## Year of activity (select)

2017

2018

2019

2020

2021

## Countries of activity (select)

Abkhazia

Argentina

Armenia

Azerbaijan

Bahamas

Belarus

Belize

Canada

CAR

Chile

China

Falkland Islands

Georgia

Germany

Ghana

Greece

Guatemala

Hong Kong

India

Indonesia

Japan

Jordan

Kazakhstan

Kyrgyzstan

Liberia

Malaysia

Mexico

Moldova

Mongolia

North Korea

Norway

Other countries

Panama

Peru

Philippines

Portugal