

# RUSSIAN MARKET FOR ORAL CARE PRODUCTS

2011

Issue 2 – **SAMPLE PAGES**





## 1. EXECUTIVE SUMMARY

### 1.1. Background

This report was produced by **GLOBAL REACH CONSULTING (GRC)** and presents the results of market research conducted in July-August 2011.

The aim of this research is to provide a comprehensive overview of the Russian market for oral care products.

The report covers the following key products:

- Toothpastes;
- Toothbrushes;
- Dental Rinse;
- Dental Floss;
- Others.

**Pages:** 212

**Language:** English

**The Report includes:** 115 Tables, 191 Figures (Graphics, Diagrams)

**Date of Issue:** 11 April, 2012

**Price:** 45,000 RUB (1,500 USD)

## 1.2. Key Research Areas

Specifically, the research aims to cover:

- Russian Market for Oral Care Products, including :
  - Toothpaste market volume;
  - Market share of imported products;
  - Consumer preferences;
  - Market trends.
- Oral care products manufacturing, including:
  - Dental care products production;
  - Toothpaste production;
  - The largest toothpaste producers.
- Imports, including:
  - Volume and value of imports;
  - Structure of imports by type of product;
  - Geographical distribution of imports;
  - Producers of imported oral care products;
  - Brands of imported oral care products;
  - Importers of oral care products in Russia;
  - Key products:
    - Toothpastes;
    - Dental rinses;
    - Dental floss;
    - Denture adhesive;
    - Denture tablets;
    - Breath freshener sprays;
    - Manual toothbrushes;
    - Electric toothbrushes.
- Exports, including:
  - Volume and value of exports;
  - Structure of exports by type of product;
  - Geographical distribution of exports;
  - Producers of exported oral care products;
  - Brands of exported oral care products.

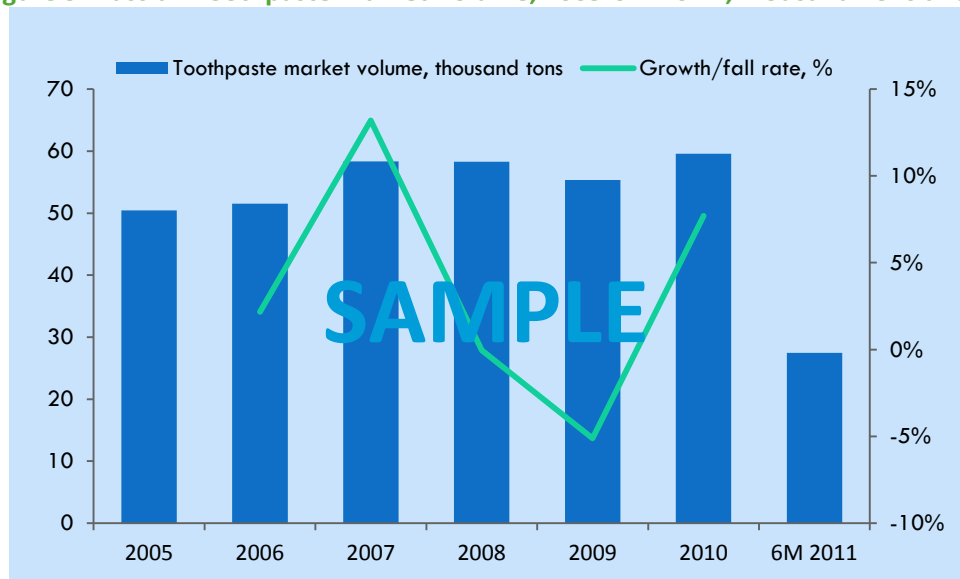
- Exporters of oral care products in Russia;
- Prices on oral care products, including:
  - Consumer prices on toothpaste;
  - Consumer prices on toothbrushes;
  - Producers' prices on toothpaste.
- Largest Russian producers, including:
  - KOSMETICHESKOE OBEDINENIE SVOBODA JSC;
  - NEVSKAYA KOSMETIKA JSC;
  - KALINA CONCERN, JSC;
  - PERFUME AND COSMETICS COMPANY VESNA JSC;
  - STS-TIM LTD;
  - AVANTA JSC.

1.4. Management Summary

*Russian Market for Oral Care Products*

- Toothpaste is the most popular item of all existing oral care products in Russia.
- According to 2010 totals Russian toothpaste market increased by \*\*\*% and amounted to \*\*\* thousand metric tons.
- Per capita toothpaste consumption amounts to \*\*\*g.

Figure 9. Russian Toothpaste Market Volume, 2005-6M 2011 ,Thousand Tons and %



Source: \*\*\*

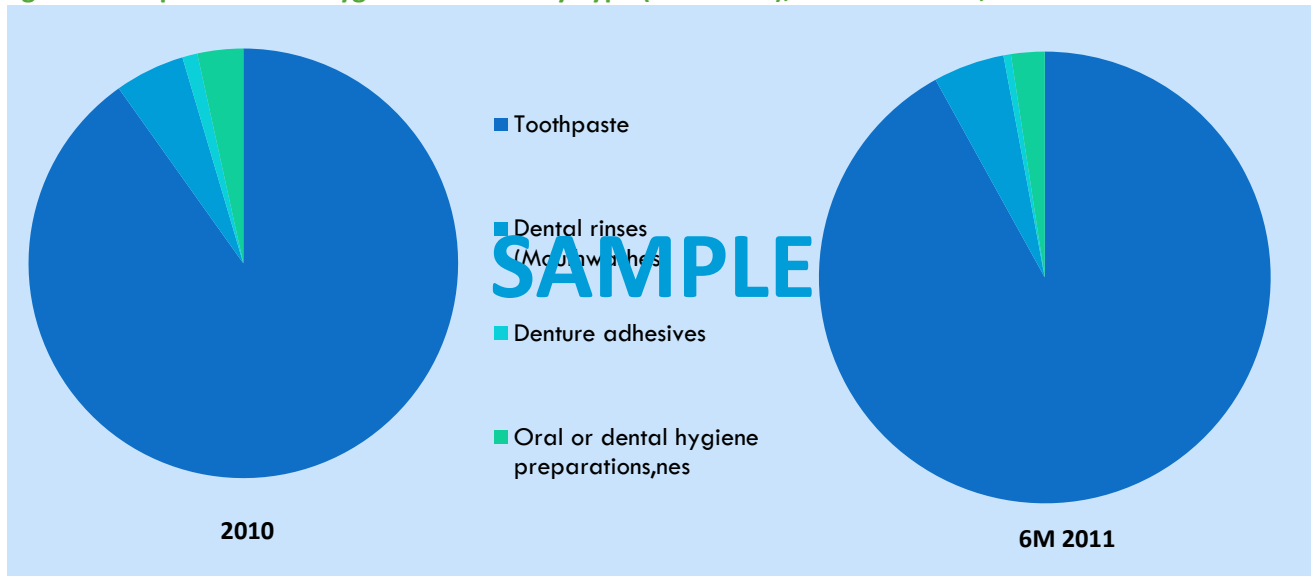
- The share of imported products in the Russian market was rather high and accounted for \*\*\*%, according to 2010 totals.
- \*\*\*.
- Russia is the largest world importer of dentifrices.

\*\*\*

**Imports**

- According to 2010 totals the imports of oral care products amounted to \*\*\* metric tons, \*\*\*% rise over the previous year. During six months of 2011 the imports amounted to \*\*\*.
- The share of toothpastes in the structure of imports of oral care products is the largest and according to 2010 totals accounted for \*\*\*%. For the first half of 2011 the share of toothpaste imports is even more and amounts to \*\*\*%.

**Figure 39. Imports of Oral Hygiene Products by Type (in Volume), 2010-6M 2011, %**



Source: \*\*\*

- \*\*\*
- COLGATE PALMOLIVE is the major producer of imported oral care preparations with a share of \*\*\*% .
- \*\*\*
- COLGATE, \*\*\*, LACALUT, \*\*\* and GLISTER AMWAY are the leading toothpaste trademarks supplied to Russia.

## TABLE OF CONTENTS

### 1. EXECUTIVE SUMMARY

#### 1.1. Background

#### 1.2. Key Research Areas

#### 1.3. Methodology

#### 1.4. Management Summary

Russian Market for Oral Care Products

Oral Care Products Manufacturing

Imports

Exports

Prices on Oral Care Products

### 2. ORAL CARE PRODUCTS CLASSIFICATION

### 3. RUSSIAN ECONOMY DEVELOPMENT AND FORECAST FOR 2011-2013

#### 3.1. GDP

#### 3.2. Industrial Production Index

#### 3.3. Foreign Trade

#### 3.4. Forecast of Economy Development for 2011-2013

### 4. RUSSIAN MARKET FOR ORAL CARE PRODUCTS

#### 4.1. Toothpaste Market Volume

#### 4.2. Market Share of Imported Products

#### 4.3. Consumer Preferences

4.3.1. Consumer's Behavior

4.3.2. Toothpaste Ratings by Properties

4.3.3. Consumer Preferences by Type of Toothpastes

4.3.4. Consumer Preferences by Flavor and Ingredients

4.3.5. Consumer Preferences by Type of Tube

4.3.6. Consumer Preferences by Brand

#### 4.4. Market Trends

### 5. ORAL CARE PRODUCTS MANUFACTURING

#### 5.1. Oral Hygiene Products

5.1.1. Production Trends

#### 5.2. Toothpaste Production

5.2.1. Production Trends

5.2.2. Geographical Distribution of Toothpaste Production

By Federal District

By Region

5.3. Largest Toothpaste Producers

**6. IMPORTS OF ORAL CARE PRODUCTS**

**6.1. Import Trends**

6.1.1. Oral Hygiene Products

6.1.2. Toothbrushes

Manual Toothbrushes

Electric toothbrushes

**6.2. Imports Structure by Product**

6.2.1. By Customs Classification (HS Code)

6.2.2. By Type of Product

**6.3. Geographical Distribution of Imports**

6.3.1. By Country of Origin

Oral Hygiene Products

Manual Toothbrushes

Electric Toothbrushes

6.3.2. By Country of Consignment

Oral Hygiene Products

Manual toothbrushes

Electric toothbrushes

**6.4. Imports by Producer**

6.4.1. Oral Hygiene Products

6.4.2. Toothbrushes

Manual Toothbrushes

Electric toothbrushes

**6.5. Importers**

6.5.1. Oral Hygiene Products

6.5.2. Toothbrushes

Manual Toothbrushes

Electric toothbrushes

**6.6. Imports by Brand**

6.6.1. Brands Overview

6.6.2. Toothpaste Brands

6.6.3. Dental Rinse (Mouthwash) Brands

6.6.4. Dental Floss Brands

6.6.5. Denture Adhesive Brands

6.6.6. Denture Tablet Brands

6.6.7. Brands of Breath Freshener Sprays



6.6.8. Brands of Manual Toothbrushes

6.6.9. Brands of Electric Toothbrushes

## **7. EXPORTS OF ORAL CARE PRODUCTS**

### **7.1. Exports Trends**

7.1.1. Oral Hygiene Products

7.1.2. Toothbrushes

### **7.2. Exports Structure by Product**

7.2.1. By Customs Classification (HS Code)

7.2.2. By Type of Product

### **7.3. Geographical Distribution of Exports**

7.3.1. Oral Hygiene Products

7.3.2. Toothbrushes

### **7.4. Producers**

7.4.1. Oral Hygiene Products

7.4.2. Toothbrushes

### **7.5. Exporters**

7.5.1. Oral Hygiene Products

7.5.2. Toothbrushes

### **7.6. Brands**

7.6.1. Oral Hygiene Products

7.6.2. Toothbrushes

## **8. PRICES FOR ORAL CARE PRODUCTS**

### **8.1. Toothpaste Retail Prices**

### **8.2. Toothbrushes Retail Prices**

### **8.3. Toothpaste Producer Prices**

## **9. LARGEST PRODUCERS**

### **9.1. KOSMETICHESKOE OBEDINENIE SVOBODA JSC**

9.1.1. General Information

9.1.2. Range of Oral Care Products

9.1.3. Financial Information

### **9.2. NEVSKAYAYA KOSMETIKA JSC**

9.2.1. General Information

9.2.2. Range of Oral Care Products

9.2.3. Financial Information

### **9.3. KALINA CONCERN JSC**

9.3.1. General Information

9.3.2. Range of Oral Care Products

- 9.3.3. Financial Information
- 9.4. PERFUME AND COSMETICS COMPANY VESNA JSC**
  - 9.4.1. General Information
  - 9.4.2. Range of Oral Care Product
  - 9.4.3. Financial Information
- 9.5. STS-TIM LTD**
  - 9.5.1. General Information
  - 9.5.2. Range of Oral Care Products
  - 9.5.3. Financial Information
- 9.6. AVANTA JSC**
  - 9.6.1. General Information
  - 9.6.2. Range of Oral Care Products
  - 9.6.3. Financing Information

**Appendix 1. Annual Average Russian Rouble Exchange Rate**

**ABOUT GLOBAL REACH CONSULTING (GRC)**

**LIST OF FIGURES**

- Figure 1.** Production of GDP, 1995-2010, Current Prices; Billion RUB
- Figure 2.** Physical Volume Indices of GDP, 2000-2010, at Constant Prices; % of the Corresponding Period of Previous Year
- Figure 3.** Physical Volume Indices of GDP by Economic Activity, 2009-2010, at Constant Prices; % of the Corresponding Period of Previous Year
- Figure 4.** Industrial Production Index, 1992-2010, as % of the Corresponding Month of Previous Year
- Figure 5.** Dynamics of Trade Surplus, Exports and Imports, 2000-2010, Billion \$
- Figure 6.** Actual and Estimated Urals Oil Prices, 2005-2014, Dollars per Barrel
- Figure 7.** Main Macroeconomic Indices, 2002-2014, % of the Previous Year
- Figure 8.** Main Income Indices, 2002-2014, % of the Previous Year
- Figure 9.** Russian Toothpaste Market Volume, 2005-6M 2011, Thousand Tons and %
- Figure 10.** Russian Toothpaste Market Volume, 2005-6M 2011, Tubes and %
- Figure 11.** Share of Imported Products on the Russian Toothpaste Market, 2010, % and Tons
- Figure 12.** Dynamics of Import Share on the Russian Toothpaste Market, 2005-6M 2011, %
- Figure 13.** Consumer Preferences by Type of Toothpaste, % of respondents
- Figure 14.** Consumer Preferences by Flavor and Ingredients, % of respondents
- Figure 15.** Consumer Preferences by Type of Tube, % of respondents
- Figure 16.** Top Toothpaste Brands, % of respondents
- Figure 17.** Best-selling Toothpastes in the Pharmaceutical Sector, %
- Figure 18.** Geographical Distribution of World Imports of Dentifrices by Country, Volume, 2010, %
- Figure 19.** Oral Hygiene Products Manufacturing, 1998-6M 2011, million units and %
- Figure 20.** Oral Hygiene Products Manufacturing Structure by Type of Product (in Volume), 2010, %
- Figure 21.** Toothpaste Production Dynamics, 1998-2010, million units and %
- Figure 22.** Monthly Toothpaste Production Dynamics, 2010-6M 2011, million units
- Figure 23.** Toothpaste Production by Federal District, 2010, thousand units and %
- Figure 24.** Toothpaste Production Structure Dynamics by Federal District, 2005-6M 2011, %
- Figure 25.** Toothpaste Production by Region, 2010, % and thousand units
- Figure 26.** Toothpaste Production in Top Producing Regions, 2008-2010, million units
- Figure 27.** Toothpaste Production Structure Dynamics by Region, 2005-6M 2011, %
- Figure 28.** Toothpaste Production by Largest Producers in Russia, 2009, million units
- Figure 29.** Toothpaste Production Structure by Company, 2009, %

- Figure 30.** Toothpaste Production Structure Dynamics by Company, 2005-2009 , %
- Figure 31.** Oral Hygiene Products Imports Dynamics (in Volume), 2006-6M 2011 , metric tons and %
- Figure 32.** Oral Hygiene Products Imports Dynamics (in Value), 2006-6M 2011 , \$1,000 and %
- Figure 33.** Manual Toothbrushes Imports Dynamics (in Volume), 2006-6M 2011 , thousand units and %
- Figure 34.** Manual Toothbrushes Imports Dynamics (in Value), 2006-6M 2011 , \$1,000 and %
- Figure 35.** Electric Toothbrushes Imports Dynamics (in Volume), 2006-6M 2011,thousand units and %
- Figure 36.** Electric Toothbrushes Dynamics Imports (in Volume), 2006-6M 2011, \$1,000 and %
- Figure 37.** Oral Hygiene Products Imports Structure by HS Code, 2010 , %
- Figure 38.** Oral Hygiene Products Imports Structure Dynamics by HS Code, 2006-6M 2011 , %
- Figure 39.** Imports of Oral Hygiene Products by Type (in Volume), 2010-6M 2011 , %
- Figure 40.** Oral Hygiene Products Imports by Type (in Value), 2010-6M 2011 , %
- Figure 41.** Oral Hygiene Products Imports by Country of Origin (Volume), 2010/6M 2011 , %
- Figure 42.** Oral Hygiene Products Imports by Country of Origin (Value), 2010/6M 2011 , %
- Figure 43.** Geographical Distribution of Oral Hygiene Products Imports by Country of Origin, 2010 , \$1,000
- Figure 44.** Structure of Manual Toothbrushes Imports by Country of Origin (Volume), 2010/6M 2011,%
- Figure 45.** Structure of Manual Toothbrushes Imports by Country of Origin (Value), 2010/6M 2011, %
- Figure 46.** Geographical Distribution of Manual Toothbrush Imports by Country of Origin, 2010, \$1,000
- Figure 47.** Structure of Electric Toothbrush Imports by Country of Origin (Volume), 2010/6M 2011, %
- Figure 48.** Structure of Electric Toothbrushes Imports by Country of Origin (Value), 2010/6M 2011 , %
- Figure 49.** Oral Hygiene Products Imports Structure by Country of Consignment in Volume, 2010/6M 2011, %
- Figure 50.** Oral Hygiene Products Imports Structure by Country of Consignment in Value, 2010/6M 2011, %

- Figure 51.** Manual Toothbrush Imports Structure by Country of Consignment in Volume, 2010/6M 2011, %
- Figure 52.** Manual Toothbrush Imports Structure by Country of Consignment in Value, 2010/6M 2011, %
- Figure 53.** Electric Toothbrushes Imports Structure by Country of Consignment in Volume, 2010/6M 2011, %.
- Figure 54.** Electric Toothbrushes Imports Structure by Country of Consignment in Value, 2010/6M 2011, %
- Figure 55.** Structure of Imports of Oral Hygiene Products by Producer in Volume, 2010/6M 2011, %
- Figure 56.** Structure of Imports of Oral Hygiene Products by Producer in Value, 2010/6M 2011, %
- Figure 57.** Manual Toothbrushes Imports Structure by Producer in Volume, 2010/6M 2011, %
- Figure 58.** Manual Toothbrushes Imports Structure by Producer in Value, 2010/6M 2011, %
- Figure 59.** Electric Toothbrushes Imports Structure by Producer in Volume, 2010/6M 2011, %
- Figure 60.** Electric Toothbrushes Imports Structure by Producer in Value, 2010/6M 2011, %
- Figure 61.** Oral Hygiene Products Imports Structure by Importer in Volume, 2010/6M 2011, %
- Figure 62.** Oral Hygiene Products Imports Structure by Importer in Value, 2010/6M 2011, %
- Figure 63.** Manual Toothbrushes Imports Structure by Importer in Volume, 2010/6M 2011, %
- Figure 64.** Manual Toothbrushes Imports Structure by Importer in Value, 2010/6M 2011, %
- Figure 65.** Electric Toothbrushes Imports Structure by Importer in Volume, 2010/6M 2011, %
- Figure 66.** Electric Toothbrushes Imports Structure by Importer in Value, 2010/6M 2011, %
- Figure 67.** Oral Hygiene Products Imports Structure by Brand in Volume, 2010/6M 2011, %
- Figure 68.** Oral Care Products Imports Structure by Brand in Value, 2010/6M 2011, %
- Figure 69.** Toothpaste Imports Structure by Brand in Volume, 2010-6M 2011, %
- Figure 70.** Toothpaste Imports Structure by Brand in Value, 2010-6M 2011, %
- Figure 71.** Dental Rinse Imports Structure by Brand in Volume and Value Terms, 2010, %
- Figure 72.** Dental Rinse Imports Structure by Brand in Volume and Value terms, 6M 2011, %
- Figure 73.** Dental Floss Imports Structure by Brand in Volume, 2010/6M 2011, %

- Figure 74.** Dental Floss Imports Structure by Brand in Value, 2010/6M 2011, %
- Figure 75.** Denture Adhesive Imports Structure by Brand, 2010, %
- Figure 76.** Denture Tablets Imports Structure by Brand, 2010, %
- Figure 77.** Breath Freshener Sprays Imports Structure by Brand, 2010, %
- Figure 78.** Manual Toothbrush Imports Structure by Brand in Volume, 2010/6M 2011, %
- Figure 79.** Manual Toothbrush Imports Structure by Brand in Value, 2010/6M 2011, %
- Figure 80.** Electric Toothbrush Imports Structure by Brand in Volume, 2010/6M 2011, %
- Figure 81.** Electric Toothbrush Imports Structure by Brand in Value, 2010/6M 2011, %
- Figure 82.** Oral Hygiene Products Exports in Volume, 2007-6M 2011, metric tons and %
- Figure 83.** Oral Care Products Exports in Value, 2007-6M 2011, \$1,000 and %
- Figure 84.** Toothbrushes Exports in Volume, 2007-6M 2011, thousand units and %
- Figure 85.** Toothbrushes Exports in Value, 2007-6M 2011, \$1,000 and %
- Figure 86.** Oral Hygiene Products Exports Structure by HS Code In Volume and Value terms, 2010, %
- Figure 87.** Oral Care Products Exports Structure Dynamics in Volume, 2007-6M 2011, %
- Figure 88.** Oral Hygiene Products Exports Structure by Type of Product in Volume, 2010/6M 2011, %
- Figure 89.** Oral Care Products Exports Structure by Type of Products in Value, 2010/6M 2011, %
- Figure 90.** Geographical Distribution Of Oral Hygiene Products Exports by Destination Country, Volume and Value, 2010, %
- Figure 91.** Geographical Distribution of Exports of Oral Hygiene Products by Destination Country, Volume and Value, 6M 2011, %
- Figure 92.** Geographical Distribution of Toothbrushes Exports, 2010, %
- Figure 93.** Structure of Exports of Oral Hygiene Products by Producer, Volume and Value, 2010, %
- Figure 94.** Structure of Exports of Oral Hygiene Products by Producer, Volume and Value, 6M 2011, %
- Figure 95.** Toothbrushes Exports Structure by Producer, Volume, 2010, %
- Figure 96.** Toothbrushes Exports Structure by Producer, Value, 2010, %
- Figure 97.** Structure of Exports of Oral Hygiene Products by Exporter, Volume and Value 2010, %
- Figure 98.** Structure of Exports of Oral Hygiene Products by Exporter, Volume and Value, 6M 2011, %
- Figure 99.** Toothbrushes Exports Structure by Exporter, Volume, 2010, %
- Figure 100.** Toothbrushes Exports Structure by Exporter, Value, 2010, %
- Figure 101.** Structure of Exports of Oral Hygiene Products by Brand, Volume, 2010/6M

- 2011, %
- Figure 102.** Structure of Exports of Oral Hygiene Products by Brand, Value, 2010/6M 2011, %
- Figure 103.** Toothbrushes Exports Structure by Brand, 2010, %
- Figure 104.** Monthly Dynamics of Average Retail Prices for Toothpastes, 2007- 7M 2011, RUB/100 g
- Figure 105.** Average Retail Prices for Toothpastes by Federal District, July 2011, RUB/ 100 g
- Figure 106.** Monthly Dynamics of Average Retail Prices for Toothpaste By Federal District, 2009-7M 2011, RUB/100 g
- Figure 107.** Monthly Dynamics of Average Toothbrush Prices in Russia, 2007- 7M 2011, RUB/unit
- Figure 108.** Average Retail Prices for Toothbrushes by Federal District, July 2011, RUB/unit
- Figure 109.** Monthly Dynamics of Average Retail Prices for Toothbrushes by Federal District, 2009-7M 2011, RUB/unit.
- Figure 110.** Monthly Dynamics of Average Producer Prices for Toothpaste, 2007- 6M 2011, RUB/unit
- Figure 111.** Average Producer Prices for Toothpastes by Region, June 2011, RUB/unit
- Figure 112.** Monthly Dynamics of Average Producer Prices for Toothpaste by Region, 2008-6M 2011, RUB/unit

**LIST OF TABLES**

- Table 1.** Russian Classification of Oral Care Products
- Table 2.** Toothpaste Classification
- Table 3.** Major Parameters of Macroeconomic Forecast for 2011-2014
- Table 4.** Russian Toothpaste Market Balance, 2005-6M 2011, Tons
- Table 5.** Rating of Toothpastes by Properties
- Table 6.** Toothpaste Production by Federal District, 2005-6M 2011, 1,000 units
- Table 7.** Toothpaste Production by Region, 2005-6M 2011, thousand units
- Table 8.** Toothpaste Production Dynamics by Company, 2005-2009, thousand units
- Table 9.** Imports of Oral Hygiene Products by HS Code in Volume and Value Terms, 2010-6M 2011, metric tons and \$1,000
- Table 10.** Oral Hygiene Products Imports by HS Code, 2009-6M 2011
- Table 11.** Oral Hygiene Products Imports by Type, 2009-6M 2011, metric tons and \$1,000
- Table 12.** Oral Hygiene Products Imports by Country of Origin, 2007-6M 2011 , metric tons
- Table 13.** Oral Hygiene Products Imports by Country of Origin, 2007-6M 2011 , \$1,000
- Table 14.** Manual Toothbrushes Imports by Country of Origin, 2007-6M 2011, thousand

	units
<b>Table 15.</b>	Manual Toothbrushes Imports by Country of Origin, 2007-6M 2011 , \$1,000
<b>Table 16.</b>	Electric Toothbrushes Imports by Country of Origin, 2007-6M 2011, thousand units
<b>Table 17.</b>	Electric Toothbrushes Imports by Country of Origin, 2007-6M 2011, \$1,000
<b>Table 18.</b>	Oral Hygiene Products Imports by Country of Origin in Volume, 2007-6M 2011, metric tons
<b>Table 19.</b>	Oral Hygiene Products Imports by Country of Consignment in Value, 2007-6M 2011, \$1,000
<b>Table 20.</b>	Manual Toothbrush Imports by Country of Consignment in Volume, 2007-6M 2011, 1000 units
<b>Table 21.</b>	Manual Toothbrush Imports by Country of Consignment in Value, 2007-6M 2011, \$1,000
<b>Table 22.</b>	Electric Toothbrushes Imports by Country of Consignment in Volume, 2007-6M 2011,1000 units
<b>Table 23.</b>	Electric Toothbrushes Imports by Country of Consignment in Value, 2007-6M 2011, \$1,000
<b>Table 24.</b>	Imports of Oral Hygiene Products by Producer in Volume and Value Terms, 2009-6M 2011,metric tons and \$1,000
<b>Table 25.</b>	Manual Toothbrushes Imports by Producer, 2009-6M 2011, thousand units, metric tons and \$1,000
<b>Table 26.</b>	Electric Toothbrushes Imports of by Producer In Volume and Value Terms, 2009-6M 2011, thousand units, metric tons and \$1,000
<b>Table 27.</b>	Oral care Products Imports by Importer in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
<b>Table 28.</b>	Manual Toothbrushes Imports of by Importer in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
<b>Table 29.</b>	Electric Toothbrushes Imports by Importer in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
<b>Table 30.</b>	Oral Care Products Imports by Brand in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
<b>Table 31.</b>	Top Brands in Imports of Oral Care Products
<b>Table 32.</b>	Toothpastes Imports by Brand in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
<b>Table 33.</b>	Dental Rinse Imports by Brand in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
<b>Table 34.</b>	Dental Floss Imports by Brand in Volume and Value terms, 2009-6M 2011,



- metric tons and \$1,000
- Table 35.** Denture Adhesive Imports by Brand in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
- Table 36.** Denture Tablets Imports by Brand in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
- Table 37.** Breath Freshener Sprays Imports by Brand in Volume and Value terms, 2009-6M 2011, metric tons and \$1,000
- Table 38.** Manual Toothbrushes Imports by Brand in Volume and Value terms, 2009-6M 2011, thousand units, metric tons and \$1,000
- Table 39.** Electric Toothbrushes Imports by Brand in Volume and Value terms, 2009-6M 2011, thousand units, metric tons and \$1,000
- Table 40.** Exports of Oral Hygiene Products by HS Code in Volume and Value Terms, 2010-6M 2011, metric tons and \$1,000
- Table 41.** Exports of Oral care Products by HS Code in Volume and Value Terms, 2007-6M 2011, metric tons and \$1,000
- Table 42.** Oral Hygiene Products Exports Structure by Type of Products, Volume and Value, 2009-6M 2011, metric tons and \$1,000
- Table 43.** Geographical Distribution of Exports of Oral Hygiene Products, 2007-6M 2011, metric tons
- Table 44.** Geographical Distribution of Exports of Oral Hygiene Products, 2007-6M 2011, \$1,000
- Table 45.** Geographical Distribution of Toothbrushes Exports, 2007-6M 2011, thousand units
- Table 46.** Geographical Distribution of Toothbrushes Exports, 2007-6M 2011, \$1,000
- Table 47.** Exports of Oral Hygiene Products by Producer, Volume and Value, 2009-6M 2011, metric tons and \$1,000
- Table 48.** Toothbrushes Exports by Producer, Volume and Value, 2009-6M 2011, thousand units, metric tons and \$1,000
- Table 49.** Exports of Oral Hygiene Products by Exporters, Volume and Value, 2009-6M 2011, metric tons and \$1,000
- Table 50.** Toothbrushes Exports by Exporter, Volume and Value, 2009-6M 2011, thousand units, metric tons and \$1,000
- Table 51.** Exports of Oral Hygiene Products by Brand, 2009-6M 2011, metric tons and \$1,000
- Table 52.** Toothbrushes Exports Structure by Brand, 2009-6M 2011, thousand units, metric tons and \$1,000
- Table 53.** Maximum and Minimum Average Prices of Toothpaste by Russian Region, July

	2011, RUB/100 g
<b>Table 54.</b>	Maximum and Minimal Toothbrush Prices by Region, July 2011, RUB/unit
<b>Table 55.</b>	Range of Oral Care Products Produced by Kosmeticheskoe Obedinenie SVOBODA
<b>Table 56.</b>	Balance Sheet of SVOBODA JSC, 2007-2009, Thousand RUB
<b>Table 57.</b>	Income and Losses of SVOBODA JSC, 2007-2009, Thousand RUB
<b>Table 58.</b>	Financial ratios of SVOBODA JSC, 2005-2009
<b>Table 59.</b>	Type of credibility of SVOBODA JSC, 2007-2009 .
<b>Table 60.</b>	Range of Oral Care Products Produced by Nevskaya Kosmetika JSC
<b>Table 61.</b>	Balance Sheet of Nevskaya Kosmetika JSC 2007-2009, Thousand RUB
<b>Table 62.</b>	Income and Losses of Nevskaya Kosmetika JSC ,2007-2009, Thousand RUB
<b>Table 63.</b>	Financial ratios of Nevskaya Kosmetika JSC, 2005-2009
<b>Table 64.</b>	Type of credibility of SVOBODA JSC, 2007-2009 rr.
<b>Table 65.</b>	Range of Oral care Products Produced by KALINA Concern JSC
<b>Table 66.</b>	Balance Sheet of KALINA Concern JSC, 2008- 1st quarter of 2010, Thousand RUB
<b>Table 67.</b>	Income and Losses of KALINA Concern JSC, 2008- 1st quarter 2010, Thousand RUB
<b>Table 68.</b>	Financial ratios of KALINA Concern JSC, 2006-2010
<b>Table 69.</b>	Type of Credibility of KALINA Concern JSC, 2008-2010
<b>Table 70.</b>	Range of Oral Care Products Produced by Perfume and Cosmetics Company VESNA JSC
<b>Table 71.</b>	Balance Sheet of VESNA JSC, 2007-2009, Thousand RUB
<b>Table 72.</b>	Income and Losses of VESNA JSC, 2007-2009, Thousand RUB
<b>Table 73.</b>	Financial ratios of VESNA JSC, 2005-2009
<b>Table 74.</b>	Type of credibility of VESNA JSC, 2007-2009
<b>Table 75.</b>	Range of Oral Care Products Produced by STS TIM LTD
<b>Table 76.</b>	Balance Sheet of STS TIM LTD, 2006-2008, Thousand RUB
<b>Table 77.</b>	Income and Losses of STS TIM LTD,2006-2008, Thousand RUB
<b>Table 78.</b>	Financial ratios of STS TIM LTD, 2004-2008
<b>Table 79.</b>	Type of credibility of STS TIM LTD, 2007-2008
<b>Table 80.</b>	Range of Oral Care Products Produced by AVANTA JSC
<b>Table 81.</b>	Balance Sheet of AVANTA JSC 2007-2009, Thousand RUB
<b>Table 82.</b>	Income and Losses of AVANTA JSC, 2007-2009, Thousand RUB
<b>Table 83.</b>	Financial ratios of AVANTA JSC, 2005-2009
<b>Table 84.</b>	Type of credibility of AVANTA JSC, 2007-2009
<b>Table A1.</b>	Annual Average Russian Ruble (RUB) Exchange Rates, 2000-2011, RUB per

Foreign Currency Unit

## ABOUT GLOBAL REACH CONSULTING (GRC)

**GLOBAL REACH CONSULTING** is specialized in developing high-quality marketing research and business plans for different industries and regions of Russia and other countries. We give our customers practical ways to achieve competitive advantages by providing reliable business data, analysis and recommendations based on sound research methods.

Among **GLOBAL REACH CONSULTING** clients are Russian and International companies, governmental organizations, large, medium, and small businesses as well as startups and investors, including the Economic Mission of the French Embassy to Russian Federation, Trade Exchange Development Department (ICE) of the Embassy in Italy in Russian Federation, Sberbank, Zurich, S7Airlines, Bobcat, Knauf, Mareven Food Central, Estee Lauder and many other companies.



PHILIPS



R.O.C.S.



**GLOBAL REACH CONSULTING** unique methods of work and service, a highly professional team, extensive knowledge of markets and rich experience allows us to focus on results and complete satisfaction of our customers.

Our business is to help our clients to identify and implement initiatives that lead to growth and prosperity.

**Our goal – is your global reach!**