
Description: Despite its low size and share of the overall EU market, Russia is a powerful and growing market. The market here projected to grow at a CAGR of 12.8% and culminate into a $35.9 million industry by 2020. The recent import sanctions imposed on the nation due to the Ukraine crisis is a major constraint for largely west driven enhancer market.

Due to its relatively late embrace of the market forces, Russia is characterized by a very complex and diverse business landscape. This high regional diversity requires a multi-pronged entry strategy and extensive partnership with regional public relations and marketing agencies; the recent import ban amplifies the importance of such partnerships. The large scale pollution of the regions acts as a driver for bottled water sales, thereby providing a point of access to the enhancer products. The other important feature of the region is the high level of urbanization, with nearly three quarters of the population living in Moscow and St. Petersburg. Considering that use of water enhancers is a mostly urban phenomenon, this fact considerably helps the market.

The nation is also witnessing the growing strength of educated, more market oriented and consumption oriented middle class which are expected to drive the demand for such products. These demographic groups are also more focused on health and overall wellness, the zero-calorie and zero-sugar status of the enhancers makes them well placed for the consumer pattern.

Key Deliverables in the Study:

- Market analysis for the Report title Russia water enhancer market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the Report title Russia water enhancer market on both global and regional scales.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped.

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