Russia: Growth Market for the Future

Description: The fourth of the BRIC economies to be the subject of a special strategy briefing focus, Russia continues to thrive. In the eight years of President Putin’s “managed democracy”, Russia has become a consumer power to be reckoned with. With Russian elites already overtaking Europeans in terms of conspicuous consumption, the consumer potential - and with it the scope of Western brands - is boundless once wealth trickles down to the bulk of consumers - credit crunch considered. This report looks in depth at the key drivers and operator response.

Euromonitor International strategy briefings alert you to global trends predicted to influence consumer markets. They offer insight to changing market conditions and the opportunities and challenges you need to address to maintain a competitive advantage.

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