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Non-food retail



NON-FOOD RETAIL

Non-food retail volume reached USD 10,8 bn

The volume of non-food retailers trade in 2011 reached 53.4% of total retail sales, which is approximately USD 10,8 billion. CAGR for the last 7 years reached 13%. At the end of 2011 retail sales of non-food goods grew by only USD 0,1 billion (0.9%).

83% of retailers are privately owned companies

Food products are sold in most cases by companies of private sector. They account for 83% of all organizations involved in retail. The share of foreign companies operating in this market is only 6%.

53 major chain store operators with total of 1500 stores do business in Belarus

As of 01.07.2012 there were 53 major non-food chain operators in Belarus, most of them are located in Minsk. There are more than 1,500 retail objects of various formats involved in commercial networks, accounting for 7% of total non-food stores in the Republic of Belarus.

Unorganized trade accounts for 22,9% of total non-food trade turnover

Unorganized pattern of trade (markets) accounts for 22.9% of turnover. The bulk non-food items trade refers to organized pattern of trade: shops, supermarkets, chain stores and retailers of modern format (10% of turnover). The share of unorganized trade during last 10 years has dramatically declined.

Belarusian largest non-food retailer is "5th Element" with a turnover of USD 105 mln

Major chain stores of new format are: Svyaznoy, Evroset, Life, Velcom, MTS, ALLO, Na Svyazy, Novoselkin, 5th Element, Elektrosila, Palas, OMA, Tehnika Uspeha, Silverado, Megatop, Axis, Marko, Corso Como, Belvest, Milavitsa, Serge, Buslik, Oranzhevy Verblud, Svitanak, Elema, Laguna, Kravt.

Consumer price index of 2011 reached 209%

Consumer price index for years 2005-2010 was repeatedly stable at 107% - 113%. In 2011, the index rose to 209% (national currency devaluation) and had a negative impact on food consumption.

Non-food retail turnover is forecasted to reach USD 12,6 bn by 2015

The Ministry of Economics forecasts retail turnover in Social and Economic Development program to show 5% growth in 2012, 7% in 2013 and 2014 (retail turnover of non-food items will be USD 14.4 billion by 2015). Uniter predictions are not so optimistic, given the global financial crisis, currency devaluation, and reduced economic and income growth, retail turnover of non-food goods will be USD 12.6 billion

New law on state regulation of commerce is being elaborated

Today active development of the law "State regulation of commerce." is being in process. The draft provides remedies against market monopolization by huge retail chains.

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