

THINK RETAIL THINK VERDICT



Retailing in the Baltic States 2008

**Downturn dampens prospects for
retailers to pounce on the Baltic Tigers**

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Authorative analysis...

Verdict's analysts and consultants work closely with retailers, suppliers, consultancies, investment banks and property companies to identify the key issues, sector and company data and strategies driving the changing retail market.

Our research identifies how retailers can enhance product, store and brand performance as well as the factors that determine future retail success. Our specialist in-store auditing team continuously collects price and product data across locations, brands, fascias, ranges and retail sectors.

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Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With over 20 years' experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their first hand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

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In addition Verdict regularly appears in the international media. News sources quoting Verdict analysts and data include CNN, the International Herald Tribune, The Australian, Los Angeles Times, and New York Times.



"Verdict are the company of choice for any research analysis and insight into retailing"

Sir Stuart Rose
Executive Chairman of
Marks & Spencer

Retailing in the Baltic States 2008

Downturn dampens prospects for retailers to pounce on the Baltic Tigers

In recent years the Baltic States have enjoyed some of the highest GDP growth rates in the EU. The Baltic Tiger countries' boom started around the turn of the century on the back of economic reforms and liberalisation, which helped to attract foreign investment and drove economic growth of the region. EU accession in 2004 further boosted the Baltic States' economic development.

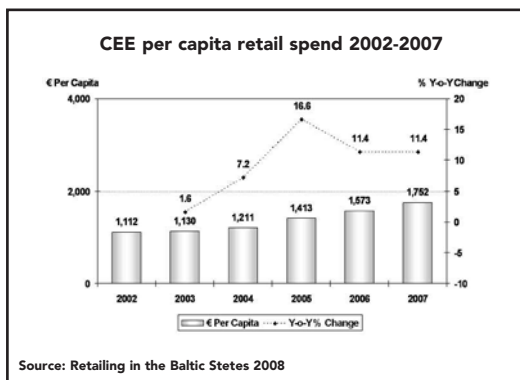
This new brief published by Verdict that analyses the past 5 years of retail growth in the Baltic States. This report provides insightful retailer profiles, it includes comprehensive 10 year market datasets and 5 year forecasts for executives at all levels to understand the challenges and opportunities, and to help devise the strategies necessary to be a retail winner.

Key retailers discussed

Maxima	Levuo
Rimi	Stockmann
IKI	Tallinna Kaubamaja
ETK	Armitana
Selver	Rautakesko
CBA	Bauhof
Norfos Masmena	Profs Latvija
Prisma Peremarket	Topo Centras
Apranga	BMS Megapolis
Baltika	Elektromarktas
Silvano Fashion Group	RD Electronics

Assess the retail competitive landscape in the Baltic States and create strategies to exploit future growth in the retail market with this new brief...

Over the past 5 years per capita retail spend across CEE has grown by 57.6% to €1,752 in 2007 from €1,112 in 2002...



"...slightly ahead of the pace of overall retail, as population figures in CEE declined over the same period. There is a sharp divide between EU15 countries and the newer member states and significant variation in this figure by country..."

- **Quantify key retail trends and accurately predict future opportunities** based on this report's company analysis detailing market share of leading retailers, demographics, channels of distribution, store numbers, selling space provision, sales densities and average store size in 5 key retail sectors.
- **Predict potential growth in the Baltic States retail market and identify the challenges facing key Baltic retailers** with in-depth analysis of market drivers, key issues and market outlook using this report's growth forecasts for clothing and footwear, DIY, electricals, food and grocery and furniture in the Baltic States.
- **Develop more effective strategic responses** using this report's actionable recommendations for how retailers can cope with the changing the Baltic States retail market.
- **Understand how difficult conditions, a tough retail climate and inflationary pressures are driving retailers in the Baltic States to try new solutions** and how this is affecting the competitive dynamics of retailing in the country.

Retailing in the Baltic States 2008

This report answers key questions including...

- What are the key issues affecting the retail market in the Baltic States?
- Who are the top players in the Baltic States market and how quickly are they consolidating their position?
- Where are the growth opportunities in the Baltic States market?
- Where are the major threats to the Baltic retailers coming from?

Key Market Data

Market value and growth 2002-2007 for the retail sector in the Baltic States.

Market value and growth for 5 retail sectors.

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