

Spatial aspects of retail development in Russia during the transformation period and the latest trends

Abstract

The aim of this thesis is to analyze and evaluate the retail development in Russia during the transformation period with a special focus on retail chains in Russia. What regions they focus on, how their expansion took place and whether there is a difference in expansion strategy between Russian and foreign retail chains. These are among the key research areas of this thesis. The top 6 retail chains in Russia have been selected as these represent several types of expansion strategy. The analyzed characteristics of retail chains are: the city and time of establishment in Russia, revenue, number and types of stores, region of presence including region with the biggest concentration of stores, etc. Methods of comparison and mapping are used in the analytical part of this thesis. The results show that the biggest concentration of retail chains, both of Russian and foreign origin, is in the Central Federal District. Foreign retailers prefer to start their business with a focus on the bigger Russian cities, whereas Russian retailers are trying to expand as much as possible throughout all Russian territory and may not always start business in the larger agglomerations in the Central Federal District.

Key words: retail, retail chains, Russia, trends