

Marketer's Guild summed up the final results of the 19th annual survey "On the development of the marketing services market in Russia," held in November - December 2019. According to experts' estimates, in 2019, marketing budgets have grown on average by 0 -10.5%. This coincides (1 p.p. higher) with the expectations that were recorded at the end of 2018. Adjusted for inflation, we can talk about the growth of marketing costs in real terms by 5 -6.5%. In 2020, experts expect further growth of marketing budgets, on average, by 13 -13.5% in nominal terms or 8 -10% in real terms.

The average estimate of the number of research companies actually working on the Russian market has increased to 264. This is the second-highest value (after 2008) for the whole period of observations. All other years this estimation was in the range of 200 -230 companies. The market volume of market research in 2019 (after expert adjustment) was estimated at 23 billion rubles (22 -24 billion rubles) or approximately 360 million dollars. This is about 3 -5% higher than the revised estimates for 2018. In 2020, experts expect zero growth for this market. Estimation of the number of consulting (branding) companies has not changed in comparison with 2018 and made 141 companies. Evaluation of the market of marketing consulting increased by 10% to 8.8 billion rubles. (8.5 -9 bn). For 2020 experts predict zero growth in the market of marketing consulting.

A shortlist of nominees for "The best book on marketing in Russian 2019" was formed. It includes 14 monographs: 4 domestic and ten foreign authors. In early March, a final rating vote of the Marketers' Guild Experts Board will be held, and the winners will be determined.

https://www.marketologi.ru/docs/news/2020/Short-list_reliz%202020.pdf

<https://www.marketologi.ru/kommunikatsii/press-relizy/4416/>

Igor Berezin has prepared a new case (№45) for the "Library of Marketing Cases." This project is one of the strategic ones for the Marketers Guild. All members of the Guild have the right and opportunity to present their case. The case tells how an entrepreneur from a small Russian town of Syktyvkar created a network of pizzerias ("Dodo Pizza"), which became the largest in Russia.

https://www.marketologi.ru/upload/information_system_44/4/4/1/item_4414/information_items_property_12649.pdf

[Sales of new cars in Russia in January 2020 increased by 1.8% compared to January 2019 up to 102 thousand pieces, AEB reports.](#)

Daily expenses of Russians in January 2020 remained at a nominal level in January 2019. Real expenditures, including inflation, decreased by 3 - 3.5%, Romir reports

<https://romir.ru/studies/rashody-rossiyan-tradicionno-snizilis-v-nachale-goda>