

Key survey observations New Year 2016 Spending Survey – Russia

Dolce vita



The average Russian's planned **holiday budget** amounts to **RUB 15,500**, which is **7%** lower than last year's actual spending (RUB 16,700).



Percentage of Russians who plan to **purchase gifts** online reduced from **26%** to **23%**.



During the previous holiday season, **8%** of gifts ordered online by Russians were **not delivered on time** (compared to **14%** last year). Only **28%** of those faced with such delay will refuse to shop online this year, in contrast to **64%** of the Europeans.



Meanwhile, Russians' **actual spending** in the last holiday season (**RUB 16,700**) happened to be **11%** higher than originally planned.



More Russians (**43%**) use **smartphones** for shopping. The remaining **57%** of Russians plan to use smartphones for shopping in the future.



Russians plan to cut back on **socialising** – its share in the holiday budget will shrink from **15%** in 2012–2014 to **10%** this year.



Compared to Europeans, Russians give more attention to **forums and blogs** (**63%** vs. **55%**).



One in three Russians **delays big spendings**.



This year, the same as last year, **money** is far ahead of all of the most desired gifts (men: **48%**, women: **55%**).

Traditionally, the second most desired gift for men is a **smartphone** (**33%**), and for women – **travel** (**48%**). However, they are most likely to receive **chocolates** (**34%**) and **cosmetics** (**33%**).

The chance to **receive money** as a gift (**20%**) is the highest in the last several years, although it is still lower than to receive chocolates or cosmetics.



The percentage of Russians who believe that the economy is in **recession** has increased from **30%** to **54%**. The current percentage is similar to France (46%) and South Africa (54%).



However, next year Russians **expect the economy to return** to the level of 2012–2013 (**19%** expect growth, **33%** – recession) and to demonstrate the same dynamic currently seen in Europe.



Russians will purchase 41% less of second-hand goods as gifts, but will more often buy gifts that are **less expensive** (+**24%**), on sale (+**15%**), and at cheaper stores (+**29%**).



Discounts and promotions influence **23%** of Russians' holiday purchases and **37%** of Europeans' purchases.



At the same time, Russians are likely to focus on **useful gifts** (**24%**) more so than Europeans (**17%**).



Customers' expectations **of interactions with store assistants** mainly include knowledge about products (**61%**), a welcoming attitude (**51%**), and informing about discounts and offers (**46%**).



This year's shopping season in Russia is expected to **start earlier** than last year: **31%** of gifts will be purchased before 15 December (compared to **26%** last year); during the last week of December, **30%** of gifts will be bought (compared to **36%** last year).



For the second year in a row, Russians perceived a **deterioration in their purchasing power**. The percentage of those who feel that their purchasing power improved has fallen from **22%** to **12%**; of those who felt they can spend less – increased from **38%** to **57%**.

Russians expect their 2016 spending power to be reduced by **16%**. Meanwhile, every other Russian's current year purchasing power turned out to be lower than his/her original expectation.