Consumer activity dynamics amid falling real household incomes
Consumption in Russia
Deloitte CIS Research Center
Moscow 2019
Introduction

We are pleased to present the findings of our comprehensive study of consumer activity in Russia.

Looking back two decades, we will see how dramatically Russians’ consumption habits have changed during this time. A relatively long period of growth in disposable incomes and the availability of credit drove up effective demand. Consumer sector companies readily responded to the growing demands of the population, increasing the range of products and services, improving quality, and expanding their retail networks.

However, we are now seeing a decline in real incomes for the fifth consecutive year. At the same time, Russians are in no hurry to change their existing consumer habits: they aspire to maintain the current level of consumption while still imposing high demands on retailers. They initially sustained their consumption by spending savings and taking out loans, meaning that consumer goods companies were insulated from the decline in incomes for some time and continued increasing turnover. However, by 2019, the population’s debt burden has reached such a level that it would be difficult to increase it any further, and as a result, the consumer sector is feeling the full force of these challenges. Consumer goods companies must sustain the same standard of service while dealing with declining turnover and profitability. For this reason, understanding the needs of end-customers and identifying what is most important to them when shopping has become an increasingly critical part of developing a business development strategy in this new environment.

As a result, the changing consumption landscape in Russia prompted us to launch the first comprehensive research study on consumer activity in Russia. In our study we took a detailed look at how purchases are made across different product categories, and analyzed the attitudes of Russian respondents to legal initiatives that have an important impact on the retail market. We also identified the extent of Russian consumers’ concerns about the ethical treatment of animals and the level of support for a green economy.

We expect that our findings will be useful for businesses that are developing strategies to serve their current and prospective customers.

We would be pleased to prepare for you an exclusive version of the report (tailored to your customers’ goals and objectives) comprising an in-depth data analysis and highlighting significant distinctions by federal districts, major cities (Moscow and St. Petersburg, million-plus cities, and cities with less than one million residents), as well as by various socio-demographic groups and other social categories.

If you are interested in receiving an exclusive version of this report, please contact us at: csresearchteam@deloitte.ru

Oxana Zhupina
Partner
Consumer Business
Group Leader
Deloitte CIS
Research methodology

**Purpose of research**
Analysis of consumption trends and specifics in Russia

**Target audience**
Russians aged 18+, who are Internet users (data acquisition method) [hereafter – residents of Russia, Russians*]

**Research goals**
- Highlight the nature of consumption trends in Russia in 2019;
- Take a detailed look at the behavior of consumers making purchases in various product categories;
- Develop a typical shopper profile;
- Analyze preferred buying methods, as well as the preferred origin of purchased goods;
- Review online purchasing patterns;
- Examine shopper attitudes to Russian legislative initiatives that are likely to affect the consumer industry;
- Identify the concerns of Russian consumers with respect to the ethical treatment of animals.

**Data collection methods**
In our research we used the following qualitative and quantitative data collection methods:
- Online sample surveys that match the socio-demographic profile of the Russian population (1,600 respondents);
- Expert interviews with representatives of leading consumer sector companies.

**Sampling**
A multistage and stratified sample of the Russian population by gender, age, and the type of population center – 1,600 persons representing eight federal districts, 46 regions, and at least 250 population centers.

**Legend**
- Men
- Women
- Unemployed respondents
- Employed respondents
- High income
- Medium income
- Low income
- Cities (over 1 million people)
- Cities (500,000 – 1 million people)
- Cities (less than 500,000 people)
- Secondary or incomplete secondary education
- Higher education, academic degree

* According to WCIOM (Russian Public Opinion Research Center), Internet penetration among 18+ Russians was 81 percent in 2018. Among 18-24 year old Russians, Internet penetration was 97 percent.
Key findings
Consumption metrics

Type of purchase

30% of Russian buyers are shopping enthusiasts who enjoy shopping even when they do not need to buy anything.

87% make online purchases at least once a month.

51% make online purchases during sales events.

40% The percentage of discount hunters (Russian shoppers who plan to make purchases during sales events).

The percentage of Russian shoppers using sales events to make purchases:

- Cyber Monday: 15%
- Black Friday: 30%
- New Year sales events: 52%
- Other sales events: 61%

Goods most frequently bought during sales events:

- In traditional stores:
  - 67% food
  - 59% home care products
  - 52% alcoholic beverages
- In online stores:
  - 30% clothing and footwear
  - 30% home appliances and consumer electronics
  - 25% cosmetics

Change in purchasing activity

Higher shopping frequency

- Food, as well as baby and children's products (both online and in traditional stores).
- Going to bars and restaurants, as well as buying clothing and footwear in traditional stores.

Lower shopping frequency

Product categories purchased in stores abroad

More often:

- perfumes and cosmetics
- clothing and footwear
- home appliances and consumer electronics

More rarely:

- food
- ready-to-eat meals
- alcoholic beverages
Consumption metrics

Current structure of the family budget

- Mandatory payments: 25%
- Food (including alcohol): 31%
- Clothes and footwear: 12%
- Consumer electronics and home appliances: 8%
- Leisure and tourism: 9%
- Other expenses: 9%
- Savings: 6%

Desirable shifts in the family budget

- A decrease in obligatory payments (by 12 pp) and food spending (by 7 pp)
- An increase in the share of leisure spending (by 7 pp) and savings (by 8 pp)

Product categories where shoppers prefer to cut back on expenses

More often:
- 74% alcoholic beverages
- 76% going to public eating places

More rarely:
- 39% medicines
- 49% baby and children’s products/toys

Poor quality goods

50% of the respondents were offered low quality products in the past six months

- More likely to be poor quality:
  - 39% food
  - 17% clothing and footwear
  - 13% ready-to-eat meals

Counterfeit goods

40% of the respondents were offered counterfeit goods

- More likely to be counterfeit:
  - 22% alcoholic beverages
  - 16% clothing and footwear
  - 15% perfumes
Food

The typical shopper profile

Traditional store (99% of Russians)
- Female
- Aged 26–45
- Employed
- At least of average financial standing

Online store (36% of Russians)
- Male
- Aged 18–35
- Employed
- At least of average financial standing

Satisfaction rate for the last purchase

Product quality: 4.10 out of 5
Store quality: 4.15 out of 5

Geography of products preferred to be bought abroad

More often:
- Pasta products: Southern Europe – 81%
- Western Europe – 11%
- Fresh fruit and vegetables: Southern Europe – 27%
- South America – 22%
- Frozen or canned fruit and vegetables: Eastern Europe and the CIS – 14%
- Western Europe – 14%

More rarely:
- Bread and bakery products
- Chilled or frozen meat
- Milk products

The most preferred purchase method

Hypermarkets and supermarkets
- Frozen food products
- Fish
- Sausage products

Convenience stores
- Non-alcoholic beverages and juices
- Grocery
- Milk products

Next-door groceries
- Bread and bakery products
- Confectionery
- Fresh fruit and vegetables

Online stores
- Bottled water
- Confectionery
- Fresh fruit and vegetables

The eco label is most sought after in the following product categories:

- Milk products: 21%
- Fresh fruit and vegetables: 88%
- Chilled or frozen meat: 68%
- The expiration date: 50%
- The ingredients: 68%
- The country of origin: 88%

21% of Russian shoppers positively view eco-labeled goods and are ready to buy them even if the price is significantly higher compared to similar products.

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Cosmetics and perfumes
Alcoholic beverages
Catering
Clothing and footwear
Consumer electronics and home appliances
Baby and children’s products
Appendix
Contacts
Cosmetics and perfumes

Specifics of cosmetics and perfume consumption

- 25% of the respondents prefer natural cosmetics and are prepared to buy them even if they are significantly more expensive than similar goods.
- 49% of Russian shoppers oppose cosmetics testing on animals.

Top three criteria for choosing an online store

- 72% Affordable prices
- 49% Availability of discounts
- 42% Positive feedback

Willingness to buy cosmetics and perfumes depending on the region/country of origin and price

- The average Russian prefers European and Russian brands and will choose them if there is no price difference with similar products from other countries.
- American, Japanese and Korean brands are less popular: Russians will choose them if they are cheaper than European and Russian equivalents.
- Russian are only willing to purchase Middle Eastern, Thai and Chinese brands if they are significantly cheaper than equivalents produced in other countries.
## Alcoholic beverages

### The typical shopper profile

**Traditional store** (82% of Russians)
- Male
- Aged 26–45
- Employed
- At least of average financial standing

### Specifics of alcoholic beverages consumption

49% of the respondents believe they are well aware of the quality of alcohol and feel confident in their choice when making purchases.

### Alcohol categories from which Russian buyers prefer to purchase imported beverages

<table>
<thead>
<tr>
<th>Alcohol Type</th>
<th>Preferred Regions</th>
</tr>
</thead>
</table>
| Whiskey      | Northern Europe - 50%  
|              | North America - 29% |
| Vermouth     | Southern Europe - 53%  
|              | Western Europe - 30% |
| Liqueur      | Western Europe - 41%  
|              | Southern Europe - 26% |

### The most in demand alcoholic beverages

- Beer: 63%
- Wine: 59%
- Cognac: 45%
- Sparkling wine: 41%
- Vodka: 36%

### Level of trust in stores

**High level of concern**

High percentage of the respondents concerned with the risk of buying counterfeit alcohol in stores.

**Online stores**

**Next-door groceries**

Least credible for a Russian buyer of alcohol.

### Duty Free

Most credible for Russian buyers of alcohol.

### Attitude to online alcohol sales

<table>
<thead>
<tr>
<th>Supported by</th>
<th>Opposed by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reasons:</td>
<td>Reasons:</td>
</tr>
<tr>
<td>Convenience of purchases (20%)</td>
<td>Risk of selling alcohol to underage buyers (30%)</td>
</tr>
<tr>
<td>Lower prices (13%)</td>
<td>Potential online alcohol advertising growth (5%)</td>
</tr>
<tr>
<td>Comparability of prices in different stores (11%)</td>
<td></td>
</tr>
</tbody>
</table>

39% of the respondents would buy alcohol online.

### Attitude to the resumption of alcohol advertising broadcasts

- Supported by 1 out of 5
- Opposed by 3 out of 5
- Indifferent 1 out of 5
### Catering

#### The typical visitor profile

**Fast-food cafes** *(79% of Russians)*
- Male
- Aged 18–25
- Employed
- At least of average financial standing

**Restaurants and bars** *(75% of Russians)*
- Male
- Aged 18–35
- Employed
- At least of average financial standing

#### Visiting times for public eating place

- **During lunch breaks:** 72% of the respondents, seven times per month on average
- **On weekends or special occasions:** 90% of the respondents, once a month on average
- **On weekdays after work:** 71% of the respondents, three times per month on average

#### The most in demand food delivery services

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food delivery services owned by restaurants</td>
<td>63%</td>
</tr>
<tr>
<td>Delivery Club</td>
<td>31%</td>
</tr>
<tr>
<td>Yandex.Eda</td>
<td>26%</td>
</tr>
</tbody>
</table>

#### The typical shopper profile

**Ready-to-eat food in traditional stores** *(78% of Russians)*
- Male
- Aged 18–45
- Employed
- At least of average financial standing

**Ready-to-eat food online** *(38% of Russians)*
- Male
- Aged 18–35
- Employed
- At least of average financial standing

85% of the respondents visit public eating places.
# Clothing and footwear

## The typical shopper profile

### Traditional store (97% of Russians)
- Female
- Aged 26–35
- Employed
- At least of average financial standing

### Online store (68% of Russians)
- Female
- Aged 18–35
- Employed
- At least of average financial standing

## Key findings

### Store selection preferences

<table>
<thead>
<tr>
<th>Preference</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer to make purchases in shopping malls</td>
<td>47%</td>
</tr>
<tr>
<td>Prefer to make purchases in multi-brand stores</td>
<td>20%</td>
</tr>
<tr>
<td>Prefer to make purchases in mono-brand stores</td>
<td>21%</td>
</tr>
</tbody>
</table>

## Highlights of clothing and footwear buying patterns

<table>
<thead>
<tr>
<th>Pattern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% of the respondents are brand loyalists (they buy clothing and footwear from one or several favorite brands)</td>
<td>30%</td>
</tr>
<tr>
<td>72% prefer animal-free clothing and footwear</td>
<td>72%</td>
</tr>
<tr>
<td>35% do not pay attention to brands</td>
<td>35%</td>
</tr>
<tr>
<td>25% of the respondents aged 18–25 opt for buying animal-free clothing and footwear</td>
<td>25%</td>
</tr>
</tbody>
</table>
Consumer electronics and home appliances

The typical shopper profile

Traditional store (91% of Russians)
- Male
- Aged 26–45
- Employed
- At least of average financial standing

Online store (60% of Russians)
- Male
- Aged 26–45
- Employed
- At least of average financial standing

Store selection preferences

48% prefer to make purchases in shopping malls
38% of the respondents decide in favor of buying a specific consumer electronics or home appliance item after studying online reviews
35% prefer to make purchases in multi-brand stores
4% prefer to make purchases in mono-brand stores

The typical brand loyalist profile
- Male
- Aged 18–30
- High income level
- Lives in a city of over one million people
- Higher education
- Enjoys shopping

Highlights of electronics and home appliances buying trends

2 out of 5 respondents mostly buy consumer electronics and home appliances from one or several favorite brands
13% of the respondents do not pay attention to brands when buying consumer electronics or home appliances
35% prefer to make purchases in multi-brand stores

Top three electronics and household appliance price gainers and decliners

Decliners:
- Earphones
- Vacuum cleaners
- Multi-cookers

Gainers:
- Cameras
- Mobile phones
- Computers

Decliners:
- Earphones
- Vacuum cleaners
- Multi-cookers

Gainers:
- Cameras
- Mobile phones
- Computers
Baby and children’s products

The typical shopper profile

Traditional store
(59% of Russians)
- Female
- Aged 26–35
- Employed
- At least of average financial standing

Online store
(37% of Russians)
- Female
- Aged 26–35
- Employed
- At least of average financial standing

Categories of the most frequently purchased baby and children’s products

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>games and toys</td>
<td>84%</td>
</tr>
<tr>
<td>children’s clothing and footwear</td>
<td>81%</td>
</tr>
<tr>
<td>baby care products</td>
<td>42%</td>
</tr>
<tr>
<td>baby food</td>
<td>35%</td>
</tr>
</tbody>
</table>

Top five criteria for choosing baby and children’s products

- Production quality
- Safety of use
- Natural materials
- Affordable price
- Comfort
Consumption metrics in Russia
Consumer activity

1. **Please specify whether you purchase the following goods and services:**

<table>
<thead>
<tr>
<th>Category</th>
<th>In traditional stores</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food products</td>
<td>99%</td>
<td>36%</td>
</tr>
<tr>
<td>Home care products</td>
<td>97%</td>
<td>45%</td>
</tr>
<tr>
<td>Clothes</td>
<td>97%</td>
<td>66%</td>
</tr>
<tr>
<td>Footwear</td>
<td>95%</td>
<td>42%</td>
</tr>
<tr>
<td>Consumer electronics and home appliances</td>
<td>91%</td>
<td>60%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>87%</td>
<td>46%</td>
</tr>
<tr>
<td>Perfumes</td>
<td>84%</td>
<td>38%</td>
</tr>
<tr>
<td>Alcoholic beverages</td>
<td>82%</td>
<td>n/a*</td>
</tr>
<tr>
<td>Fast-food cafes</td>
<td>79%</td>
<td>n/a*</td>
</tr>
<tr>
<td>Going to fast food stores (cafes, canteens)</td>
<td>78%</td>
<td>n/a*</td>
</tr>
<tr>
<td>Going to restaurants/bars</td>
<td>75%</td>
<td>n/a*</td>
</tr>
<tr>
<td>Children's products</td>
<td>59%</td>
<td>37%</td>
</tr>
</tbody>
</table>

- A traditional store is the most common purchasing place for the majority of Russians (over 95 percent of the respondents buy food products, home care products, as well as clothing and footwear in traditional stores).
- Interestingly, 18% of Russians do not buy alcoholic beverages, 21% do not frequent fast food restaurants, 25% do not go to bars and restaurants, and 15% essentially go without public eateries altogether (figures are not given on the chart).
- 87% of Russians buy various categories of goods online from time to time. However, online purchases are much less frequent for certain categories of goods, such as food, household chemicals and shoes. These goods have the largest differences between the proportion of Russians who shop in a traditional store, and those who buy online.
- The most in-demand categories of goods purchased online include clothing (66 percent) as well as consumer electronics and home appliances (60 percent). Compared to clothing, footwear is much more rarely bought online (only 42 percent of the respondents cited this experience).
## Consumer activity

### Traditional stores

#### Trend
- In general, around 30 percent of the respondents believe they are shopping enthusiasts – they are ready to go shopping even if they do not need anything in particular to buy.
- Forty-four percent of the respondents enjoy traditional shopping, but go shopping only if they need something to buy.
- Twenty-six percent of the respondents do not enjoy traditional shopping, but only 2 percent are against going to a store even if they really need to buy something.

#### Highlights
- In large cities, there is a higher percentage of shopping enthusiasts who can go shopping even if they do not need anything specific to buy (by 6–9 pp).
- Women tend to go shopping without a particular purpose much more often than men (35 percent versus 24 percent).
- The percentage of shopping enthusiasts tends to increase by income group: from 24 percent to 39 percent.
- Traditional shopping without a particular purpose is in demand among homemakers or those on maternity leave (by 12 pp).

#### Do you consider yourself a frequent shopper (a shopping enthusiast)?

<table>
<thead>
<tr>
<th>Behavioral pattern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I enjoy traditional shopping and can go to a store even if I do not need anything in particular to buy.</td>
<td>30%</td>
</tr>
<tr>
<td>Yes, I enjoy traditional shopping, but I will go to a store if I need something particular to buy.</td>
<td>44%</td>
</tr>
<tr>
<td>No, I do not enjoy traditional shopping, but I will go to a store if I need something to buy.</td>
<td>24%</td>
</tr>
<tr>
<td>No, I do not enjoy traditional shopping – I would prefer to buy goods I need online, or ask my friends to buy them for me.</td>
<td>2%</td>
</tr>
</tbody>
</table>

---

**The percentage of shopping enthusiasts**

<table>
<thead>
<tr>
<th>City</th>
<th>Shopping Enthusiasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moscow</td>
<td>30%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>30%</td>
</tr>
<tr>
<td>Moscow region</td>
<td>30%</td>
</tr>
<tr>
<td>St. Petersburg area</td>
<td>30%</td>
</tr>
<tr>
<td>Pupils and students</td>
<td>30%</td>
</tr>
<tr>
<td>Employed respondents</td>
<td>30%</td>
</tr>
<tr>
<td>Pensioners and unemployed</td>
<td>30%</td>
</tr>
<tr>
<td>St. Petersburg region</td>
<td>30%</td>
</tr>
<tr>
<td>Moscow region</td>
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</tr>
<tr>
<td>Pupils and students</td>
<td>30%</td>
</tr>
<tr>
<td>Employed respondents</td>
<td>30%</td>
</tr>
</tbody>
</table>
Consumer activity

Online stores

- Online shopping is in demand among Russian Internet users, with 87 percent of them making online purchases.

- However, the older the age, the lower the percentage of online shoppers, e.g., 93 percent for people aged 18–25 and 80 percent for respondents over 55 years. The most active online shoppers are respondents aged 26–35, with 61 percent of them making online purchases at least once a month.

- Women are more likely to make online purchases, with the percentage of those with online shopping experience being usually higher among them (91 percent versus 82 percent) as well as those who made a previous online purchase at least one month ago (56 percent versus 45 percent).

- The respondents with higher education degrees tend to make online purchases more often than the respondents with secondary education (by 10 pp).
Changes in consumer activity

Purchasing frequency

Please specify how regularly you engage in the following activities. How has your purchasing frequency changed in the past year?

<table>
<thead>
<tr>
<th>Action</th>
<th>Number of purchases per month*</th>
<th>Change in purchasing frequency (on balance***)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping for food in stores</td>
<td>18.0</td>
<td>+16 pp</td>
</tr>
<tr>
<td>Online food shopping</td>
<td>3.6</td>
<td>+14 pp</td>
</tr>
<tr>
<td>Buying alcoholic beverages in stores</td>
<td>4.9</td>
<td>-16 pp</td>
</tr>
<tr>
<td>Buying ready-to-eat food in stores</td>
<td>5.8</td>
<td>-12 pp</td>
</tr>
<tr>
<td>Buying ready-to-eat food online</td>
<td>3.1</td>
<td>-4 pp</td>
</tr>
<tr>
<td>Going to fast food stores (cafes, canteens)</td>
<td>4.9</td>
<td>-17 pp</td>
</tr>
<tr>
<td>Going to restaurants/bars</td>
<td>2.7</td>
<td>-25 pp</td>
</tr>
<tr>
<td>Buying clothing and footwear in stores</td>
<td>0.7</td>
<td>-22 pp</td>
</tr>
<tr>
<td>Buying clothing and footwear online</td>
<td>0.6</td>
<td>-5 pp</td>
</tr>
<tr>
<td>Buying home care products in stores</td>
<td>3.8</td>
<td>+3 pp</td>
</tr>
<tr>
<td>Buying home care products online</td>
<td>3.2</td>
<td>+4 pp</td>
</tr>
<tr>
<td>Buying cosmetics and perfumes in stores</td>
<td>2.0</td>
<td>-14 pp</td>
</tr>
<tr>
<td>Buying cosmetics and perfumes online</td>
<td>1.4</td>
<td>-7 pp</td>
</tr>
<tr>
<td>Buying consumer electronics and home appliances in stores</td>
<td>0.5</td>
<td>-17 pp</td>
</tr>
<tr>
<td>Buying consumer electronics and home appliances online</td>
<td>0.5</td>
<td>+1 pp</td>
</tr>
<tr>
<td>Buying baby and children's products in stores</td>
<td>4.1</td>
<td>+12 pp</td>
</tr>
<tr>
<td>Buying baby and children's products online</td>
<td>2.9</td>
<td>+16 pp</td>
</tr>
</tbody>
</table>

*Trend*
• Respondents tend to buy food in brick-and-mortar stores most often – 18 times per month (for 99 percent of Russians on average) – and buy food online approximately once a week (for 36 percent of Russians on average).
• Primarily, the growth in purchasing frequency is linked to such goods as food and baby and children’s products. Moreover, Russians have started to buy products in these categories more often both in traditional stores and online (by 12–16 pp).
• The greatest decrease in consumer activity is observed in going to restaurants/bars (by 25 pp), as well as buying clothes and footwear (by 22 pp).

*Highlights*
• The most significant decrease in restaurant and bar attendance was reported in St. Petersburg (by 38 pp).
• The use of online food delivery services has increased the fastest in Moscow (by 18 pp) and St. Petersburg (by 27 pp).
• Among cities with fewer than 500,000 residents, the decrease in fast food cafe attendance is most noticeable (by 20 pp).
• Notably, the respondents aged 18–25 do not report changes in the regularity of their fast food cafe attendance in contrast to other groups, where it actually decreased.

*The averaged subjective perception of purchasing frequency by the respondents
**Changes in purchasing frequency by product category are provided in the table based on balance [the proportion of those who indicated higher use minus the proportion of those who indicated a less frequent use]*
Changes in consumer activity

Spending on purchases

Please specify how much you spend at once when engaging in one of the following activities. How did your one-time purchase spending changed over the past year?

<table>
<thead>
<tr>
<th>Activities</th>
<th>Average receipt* RUB</th>
<th>Change in spending dynamics**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food shopping in stores</td>
<td>1,100</td>
<td>+56 pp</td>
</tr>
<tr>
<td>Online food shopping</td>
<td>1,450</td>
<td>+35 pp</td>
</tr>
<tr>
<td>Buying alcoholic beverages in stores</td>
<td>800</td>
<td>+17 pp</td>
</tr>
<tr>
<td>Buying ready-to-eat food in stores</td>
<td>650</td>
<td>+16 pp</td>
</tr>
<tr>
<td>Buying ready-to-eat food online</td>
<td>1,250</td>
<td>+20 pp</td>
</tr>
<tr>
<td>Going to fast food stores (cafes, canteens)</td>
<td>800</td>
<td>+18 pp</td>
</tr>
<tr>
<td>Going to restaurants/bars</td>
<td>1,950</td>
<td>+16 pp</td>
</tr>
<tr>
<td>Buying clothing and footwear in stores</td>
<td>3,850</td>
<td>+21 pp</td>
</tr>
<tr>
<td>Buying clothing and footwear online</td>
<td>3,600</td>
<td>+20 pp</td>
</tr>
<tr>
<td>Buying home care products in stores</td>
<td>950</td>
<td>+32 pp</td>
</tr>
<tr>
<td>Buying home care products online</td>
<td>1,300</td>
<td>+26 pp</td>
</tr>
<tr>
<td>Buying cosmetics and perfumes in stores</td>
<td>1,950</td>
<td>+21 pp</td>
</tr>
<tr>
<td>Buying cosmetics and perfumes online</td>
<td>2,750</td>
<td>+15 pp</td>
</tr>
<tr>
<td>Buying consumer electronics and home appliances in stores</td>
<td>9,400</td>
<td>+23 pp</td>
</tr>
<tr>
<td>Buying consumer electronics and home appliances online</td>
<td>8,550</td>
<td>+26 pp</td>
</tr>
<tr>
<td>Buying children's products in stores</td>
<td>1,850</td>
<td>+40 pp</td>
</tr>
<tr>
<td>Buying children's products online</td>
<td>2,150</td>
<td>+36 pp</td>
</tr>
</tbody>
</table>

Trend

- Notably, the average receipt amount of online purchases in such categories as food, ready-to-eat food, home care products, and cosmetics is significantly higher than in the respective traditional shopping segments (by more than 30 percent).
- On the other hand, the average receipt amount of an online purchase is lower compared to shopping for clothing, consumer electronics and home appliances in brick-and-mortar shops (by approximately 10 percent).
- Based on individual perception, the respondents believe that their expenditures on all the above-mentioned categories of goods and services have increased.
- At the same time, the respondents noted that they have started to spend more on food, as well as baby and children's products both online and in traditional stores (by more than 35 pp).

Highlights

- The highest average receipt was reported in Moscow (RUB 1,250) and the lowest receipt was reported in the cities with fewer than 500,000 inhabitants (RUB 950); this corresponds to a different standard of living for the population of Russia.
- Also, Moscow residents spend significantly more on buying ready-to-eat food in stores compared to the respondents in the cities with less than 500,000 inhabitants (RUB 900 versus RUB 550).

* The estimations of respondents regarding the average receipt amount
** Changes in spending dynamics by product category are provided in the table based on the net balance (the proportion of those who indicated higher spending on purchases minus the proportion of those who indicated lower spending)
Consumption in Russia – 2019 | Consumption metrics in Russia

Personal consumption expenditures

1. Please specify the structure of your monthly budget by consumption category, as well as the optimal distribution in your opinion.

<table>
<thead>
<tr>
<th>Actions</th>
<th>The structure of the budget</th>
<th>Current</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory payments</td>
<td></td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>(utilities, rent, debt/loan/mortgage repayment, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food (including alcohol)</td>
<td></td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>Clothes and footwear</td>
<td></td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Consumer electronics and home appliances</td>
<td></td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Leisure and tourism</td>
<td></td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Other expenses</td>
<td></td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Savings</td>
<td></td>
<td>6%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Trend

- On average, respondents spend the bulk of their budget on food (31 percent), as well as mandatory payments (25 percent). The remaining amount that can be saved averages a mere 6 percent of the respondents’ budget.
- The current structure of the budget is far from optimal, in the respondents’ opinions: they are willing to reduce the amount of mandatory payments (by 12 pp) and food (by 7 pp) by redistributing the funds to leisure (+7 pp) and savings (+8 pp).

Highlights

- Although food is the main expense item in the budget of the average respondent, nearly one in two respondents (54 percent) tends to economize when buying food products.
- Overall, respondents most often cut back on alcohol (74 percent), as well as on ready-to-eat food and going to public eating places (76 percent).
- In contrast, least of all, they tend to limit spending on medicines. However, even in this category there is a high percentage of those who buy cheaper substitutes, give up or postpone their purchase (39 percent).

Please specify whether you need to cut down on expenses (buy cheaper goods/give up or postpone purchases) when considering purchases of the following categories of goods and services.
Counterfeit and inferior quality goods

Please specify whether you were offered low quality (faulty or spoiled) or counterfeit (fake) goods in any of the following categories:

- Yes, the goods were low-quality (defective, spoiled)
- Yes, there were instances of counterfeit (fake) goods
- No

Trend

- One in two respondents (50 percent) reported purchasing low quality goods when they went shopping during the six months preceding the survey. Forty percent of respondents reported that they purchased counterfeit goods.
- Most often, respondents run across spoiled goods when buying food (39 percent) and ready-to-eat food (13 percent), and discover defects when buying clothing and footwear (17 percent).
- The occurrence of counterfeit food products and ready-to-eat food is relatively rare (10 and 5 percent, respectively), whereas instances of counterfeit clothing and footwear are reported by 16 percent of the respondents.
- Most frequently (more than one in five respondents, or 22 percent), they reported purchasing counterfeit alcohol.
- The reported share of counterfeit cosmetics, perfumes and medicines is also high (14–15 percent and 11 percent, respectively), with counterfeit products named much more frequently than products with low quality.

Highlights

- Low-income respondents report instances of low quality goods when buying food, as well as clothing and footwear more frequently (by 7 pp) than high-income survey participants.
- Residents of Moscow and St. Petersburg reported purchasing counterfeit alcohol as well as clothing and footwear more frequently (by 7 pp) than other respondents on average.

Yes, goods were low-quality (defective, spoiled)
Yes, there were instances of counterfeit (fake) goods
No

<table>
<thead>
<tr>
<th>Category</th>
<th>Low-quality</th>
<th>Counterfeit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food (including non-alcoholic beverages)</td>
<td>39%</td>
<td>10%</td>
</tr>
<tr>
<td>Alcoholic beverages</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>Perfumes</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Home care products</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Clothes and footwear</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Medicines</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Consumer electronics and home appliances</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Children's products</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Ready-to-eat food (including in cafes and restaurants)</td>
<td>13%</td>
<td>5%</td>
</tr>
</tbody>
</table>
### Consumer habits

#### Store loyalty

**Trend**

- Respondents do not tend to frequently switch stores in which they make purchases: over half of respondents make purchases in one and the same store, while 30–40 percent of respondents sometimes change their store of choice in all categories of goods.
- The exceptions include baby and children’s products, consumer electronics and home appliances, as well as clothing and footwear: 21–23 percent of the respondents most frequently make purchases in different stores, while nearly half of the respondents (45–48 percent) choose to go to a new store from time to time.

**Highlights**

- Customers in cities with less than one million inhabitants tend to make purchases in one and the same store (14 percent), while residents of Moscow and St. Petersburg are more likely to change stores of their choices.
- Women tend to be more store-loyal than men (by 9 pp). Respondents of weak financial standing demonstrate high store loyalty, too.

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*Please specify the behavior pattern that is the closest to your manner of making purchases in the various product segments.*

- I almost always make purchases in the same shops
- Sometimes, I switch shops to make purchases
- I often make purchases in different shops

---

**Store loyalty** of survey respondents

* The weighted difference for respondents who tend to stay loyal or switch stores, the average for all categories.
Consumer habits
Stores in Russia and abroad

1. Please specify the product categories in which you make purchases in stores in Russia and/or abroad.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Propensity*</th>
<th>Propensity**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfumes</td>
<td>12%</td>
<td>27%</td>
</tr>
<tr>
<td>Clothes and footwear</td>
<td>9%</td>
<td>33%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>9%</td>
<td>28%</td>
</tr>
<tr>
<td>Consumer electronics and home appliances</td>
<td>9%</td>
<td>29%</td>
</tr>
<tr>
<td>Children's products</td>
<td>5%</td>
<td>26%</td>
</tr>
<tr>
<td>Home care products</td>
<td>3%</td>
<td>18%</td>
</tr>
<tr>
<td>Medicines</td>
<td>3%</td>
<td>16%</td>
</tr>
<tr>
<td>Alcoholic beverages</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Ready-to-eat food (including cafes and restaurants)</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Food products (including non-alcoholic beverages)</td>
<td>3%</td>
<td>11%</td>
</tr>
</tbody>
</table>

** Respondents who mainly make purchases abroad
** Respondents who make purchases equally in Russian stores and abroad
** Respondents who mainly make purchases in Russian stores

Trend

- The most in-demand products in stores abroad include perfumes, cosmetics, clothing, footwear, home appliances and consumer electronics. Around 10 percent of the respondents buy these goods mostly abroad. The preferences of 30 percent of the respondents are split approximately half and half in Russia and stores abroad.
- In contrast, food and ready-to-eat food, as well as alcohol are more often bought in Russia-based stores.

Highlights

- The respondents aged over 36 years are more inclined to make purchases in stores in Russia (by 4 pp), while respondent aged 18-25 years old tend to make purchases abroad (by 14 pp).
- Respondents of weak financial standing are more inclined to make purchases in Russian stores (by 6 pp). High-income respondents are more inclined to make purchases abroad (by 10 pp).

Propensity** of Russian buyers to make purchases in Russian stores

Average index level for Russia: 59%

* Stores abroad include stores outside Russia, as well as online stores capable of delivering goods to Russia from abroad.
** The weighted difference for respondents who make purchases in Russia and stores abroad, the average for all categories.
**Consumer habits**

**Discounts**

**Trend**
- The majority of Russian buyers (93 percent) demonstrate positive sentiment for discounts and sell-offs. Some respondents plan their purchases in accordance with sales events (40 percent, hereafter – discount-hunters), while the majority pay attention to sales in the process of their search (53 percent).
- Six percent of the respondents remain neutral to sell-offs, and a mere one percent of Russian buyers try to avoid purchasing discounted goods.

**Highlights**
- The percentage of discount-hunters tends to decrease the older the age group: from 48 percent among customers aged 18–25 to 33 percent among Russian buyers over 55 years of age.
- Women, significantly more often than men (by 7 pp), plan their purchases to use available discounts.
- The percentage of discount-hunters is higher among Russian buyers who have higher education (by 9 pp).
- The income level has almost no impact on respondents’ propensity to tie their purchase plans to sales events.

**What is your attitude toward discounts and sell-offs?**

<table>
<thead>
<tr>
<th>Behavioral pattern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive, I monitor discounts and sell-offs, and plan my purchases accordingly.</td>
<td>40%</td>
</tr>
<tr>
<td>Positive, albeit I do not plan my purchases accordingly. I pay attention to discounts only when I start looking for goods.</td>
<td>53%</td>
</tr>
<tr>
<td>Neutral, I do not pay attention to discounts.</td>
<td>6%</td>
</tr>
<tr>
<td>Negative, I try to avoid buying discounted goods.</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Percentage of discount-hunters**

- **Aged 18–25**: 48%
- **Aged 26–35**: 42%
- **Aged 36–45**: 39%
- **Aged 46–55**: 39%
- **Aged 55+**: 36%
- **Over 55**: 34%
- **Trend**: 40%
Consumer habits
Sales events

The percentage of Russian who made purchases in a sale over the last six months

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyber Monday</td>
<td>15%</td>
</tr>
<tr>
<td>Black Friday</td>
<td>30%</td>
</tr>
<tr>
<td>New Year sales events</td>
<td>52%</td>
</tr>
<tr>
<td>Other sales events</td>
<td>61%</td>
</tr>
</tbody>
</table>

Trend
- Only 14 percent of the respondents did not make purchases during sales events in the six months preceding the survey.
- The New Year sales events are in demand among Russian consumers, as one in two respondents took part in them (52 percent).
- Almost one in three respondents (30 percent) made purchases on Black Friday, while 15 percent of the Russian survey participants took part in the Cyber Monday sales events.
- Sixty-one percent of Russian buyers made purchases during other sales events.

Highlights
- Women tend to make purchases during sales events much more frequently (90 percent versus 82 percent among men). While men and women participate in Black Fridays and Cyber Mondays virtually ‘on par’, the percentage of women taking part in the New Year shopping days and other sales events is significantly higher (by 8 pp and 13 pp, respectively).
- Residents of Moscow and St. Petersburg participate in the Black Friday sales events on a significantly wider scale (by 8 pp and 17 pp, respectively).
- The Black Friday participation rate tends to decrease the older the age group (from 46 percent to 21 percent), but this does not apply to Cyber Monday.
- The residents of Moscow and St. Petersburg, as well as the cities with 500,000–1 million inhabitants tend to participate in the Cyber Monday sales events more enthusiastically than the rest (by 5–6 pp).
Consumer habits
Sales events

Please specify which categories of goods you bought during sales events.

<table>
<thead>
<tr>
<th>Category</th>
<th>bricks-and-mortar stores</th>
<th>online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food products</td>
<td>67%</td>
<td>10%</td>
</tr>
<tr>
<td>Home care products</td>
<td>59%</td>
<td>12%</td>
</tr>
<tr>
<td>Alcoholic beverages</td>
<td>52%</td>
<td>n/a*</td>
</tr>
<tr>
<td>Clothes and footwear</td>
<td>51%</td>
<td>30%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>42%</td>
<td>25%</td>
</tr>
<tr>
<td>Perfumes</td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td>Consumer electronics and home appliances</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Children’s products</td>
<td>32%</td>
<td>18%</td>
</tr>
<tr>
<td>Medicines</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Ready-to-eat food</td>
<td>26%</td>
<td>9%</td>
</tr>
</tbody>
</table>

In traditional stores

Online

Trend
- Food and home care products were the most frequently purchased items in brick-and-mortar stores during the six months preceding the survey, accounting for 67 and 59 percent, respectively.
- Alcohol (52 percent) as well as clothing and footwear (51 percent) were bought during sales events by one in two Russian buyers.
- The items most frequently purchased online include clothing and footwear (51 percent), consumer electronics and home appliances (30 percent), cosmetics (25 percent), and perfumes.

Highlights
- The residents of Moscow and St. Petersburg tend to buy clothing and footwear (by 12 pp), as well as consumer electronics and home appliances (17 pp) online significantly more often than in Russia on average.

n/a – not applicable
As stated above, almost all Russian buyers purchase food in traditional stores. On average, respondents make such purchases approximately 18 times per month, each of them averaging RUB 1,100.

- Women tend to make purchases in brick-and-mortar stores somewhat more frequently than men (18.6 times versus 17.3).
- The representatives of the youngest (18–25 years) and senior (over 45 years) age groups spend RUB 150 less per one purchase. In contrast, the respondents aged 26–35 tend to spend the most per one purchase (around RUB 1,300).
- The employed respondents spend RUB 200 per one food store visit compared to the unemployed respondents.
- The stronger the financial standing, the higher the average receipt: from RUB 950 among respondents of weak financial standing to RUB 1,400 among respondents of strong financial standing.
- People living in cities of less than 500,000 people visit traditional grocery stores more often (18.7 times per month) but spend RUB 950 per visit, which is RUB 150 below the national average (see Appendix).
On average, 36 percent of Russian buyers purchase food online. The respondents make such purchases almost on a weekly basis and spend approximately RUB 1,450, which exceeds the respective purchase in a traditional store by RUB 350.

The percentage of men and women buying food online is essentially the same (36 percent), but the former tend to purchase food online slightly more frequently (4 times a month versus 3.2) and spend an additional RUB 550.

The more senior the age group, the less likely the respondents are to purchasing food online and the less frequently they do so. However, the respondents aged over 45 spend around RUB 2,000 per store visit, which is significantly above the average level.

Employed respondents as well as respondents of strong financial standing are more likely to buy food online – the share of buyers is higher among them (by 6 pp and 23 pp, respectively) and they do it more frequently (3.7 and 4.6 times a month, respectively).

Almost half of Moscow and St. Petersburg residents (44–47%) have bought groceries online. Muscovites tend to do this more often (4.7 times per month), spending RUB 1,650 per purchase or RUB 200 above average (see Appendix).
**Stores**

Where do you buy food?

- 29% In hypermarkets
- 23% In supermarkets
- 14% In convenience stores
- 14% In groceries
- 2% Online

**Trend**
- Most frequently, the respondents use convenience stores (32 percent), supermarkets (29 percent), and hypermarkets (23 percent).
- Only 14 percent of the respondents buy food in next-door groceries.
- Online shopping is the core method of buying food for 2 percent of the respondents.

**Highlights**
- Frozen food, fish and sausage products are bought most frequently in hypermarkets and supermarkets.
- Forty-seven percent of Russian buyers prefer to buy non-alcoholic beverages and juices, as well as grocery and dairy products in convenience stores.
- Perishable food is bought mostly in next-door groceries: bread and bakery products (45 percent), confectionery (32 percent), fresh fruit and vegetables (28 percent).
- Online shoppers most frequently order bottled water (24 percent), confectionery (10 percent), fresh fruit and vegetables (9 percent).

**Top 3 product categories purchased in hypermarkets**
- Chilled meat (31 percent)
- Fish and seafood (29 percent)
- Frozen or canned fruit and vegetables (28 percent)

**Top 3 product categories purchased in supermarkets**
- Frozen or canned fruit and vegetables (14 percent)
- Sausage products, meat and ready-to-cook products (14 percent)
- Fish and seafood (13 percent)

**Top 3 product categories purchased in convenience stores**
- Non-alcoholic beverages and juices (47 percent)
- Grits, cereals, and other groceries (47 percent)
- Dairy (47 percent)

**Top 3 product categories purchased in next-door groceries**
- Bread and bakery products (45 percent)
- Confectionery (32 percent)
- Fresh fruit and vegetables (28 percent)

**Top 3 product categories purchased online**
- Bottled water (24 percent)
- Confectionery (11 percent)
- Fresh fruit and vegetables (9 percent)
Customer satisfaction

Trend
- The average satisfaction rate with the last purchase in different product categories reaches 4.10 out of 5 for product quality and 4.15 out of 5 for service quality. This implies that respondents are generally satisfied with the service and product quality.

Highlights
- The top quality rates were assigned to pasta products (4.37), groceries (4.34), and bottled water (4.30).
- The lowest satisfaction was reported in the sausage products and ready-to-cook meat products (3.78), as well as fish and seafood (3.81).
- The product quality and store service quality ratings are correlated – the higher the perceived product quality, the higher the respective store’s service quality rating.

Please rate your satisfaction with your last purchase in each product category on a scale from 1 to 5 where 1 is “totally dissatisfied” and 5 is “completely satisfied.”
Shopping patterns

Do you pay attention to the product ingredients, expiration dates, and the country of origin when you make a purchase?

Trend

- The absolute majority of respondents check the expiration dates of food products when making purchases, i.e., always or frequently (88 percent), or sometimes (10 percent) and only two percent never check.
- Product ingredients are less in focus, as only 68 percent of the respondents check them on a regular basis (always or frequently), while 28 percent check only sometimes and four percent never check.
- One in two Russian respondents check the country of origin on a regular basis (50 percent). In contrast, 16 percent of customers have never checked the country of origin.

Highlights

- Women pay more attention to expiration dates than men (by 4 pp).
- Men tend to check the country of origin somewhat more frequently than women (by 3 pp).
- The stronger the financial standing, the greater the focus on the above-mentioned data. The widest divergence between men and women was observed on the country of origin count (20 pp).
- The focus on product ingredients and country of origin tends to grow along with age (from 56 to 70 percent and from 28 to 59 percent, respectively). All age groups demonstrated approximately the same level of scrutiny on the expiration date, with around 85–90 percent of the respondents regularly checking it when making purchases.
Production geography

Please specify your preferences regarding the country of origin for the following categories of goods.

- Bread and bakery products
- Chilled or frozen meat
- Dairy
- Sausage products, meat and ready-to-cook products
- Grits, cereals, and other groceries
- Bottled water
- Confectionery
- Fish and seafood
- Non-alcoholic beverages
- Pasta products
- Fresh fruit and vegetables
- Frozen or canned fruit and vegetables

Trend
- In each product category the majority of respondents prefer to buy domestically produced food (more than 59 percent).
- The most preferred imported food product categories include pasta products (16 percent), as well as fresh and canned fruit and vegetables (13 percent each).

Highlights
- The respondents aged over 40 prefer domestically produced food more frequently compared to the country’s average.
- The inhabitants of the Far Eastern Federal District tend to buy domestically produced food products more frequently (by 5–13 pp depending on the category).
- The respondents aged 18–25 and Moscow residents prefer imported food products (by 5–11 pp depending on the category).

Preferred countries of origin for buyers of imported food products

- **Pasta products**
  - Southern Europe – 81%
  - Western Europe – 11%

- **Fresh fruit and vegetables**
  - Southern Europe – 27%
  - South America – 22%
  - Eastern Europe and the CIS – 14%
  - Asia – 14%

- **Frozen or canned fruit and vegetables**
  - Western Europe – 43%
  - North America – 16%

- **Non-alcoholic beverages and juices**
  - Western Europe – 43%
  - North America – 16%

- **Fish and seafood**
  - Northern Europe – 60%
  - Western Europe – 13%

- **Confectionery products**
  - Western Europe – 57%
  - Southern Europe – 12%

- **Dairy products**
  - Western Europe – 42%
  - Eastern Europe and the CIS – 26%
Eco-labelled products

Please specify your attitude toward eco/bio/organic-labelled products.

- I don’t pay attention to eco-labels
- Positive. I usually buy such products even if they are more expensive
- Neutral. I can buy such products if the price is comparable to the rest
- Negative. I don’t buy such products even if they are cheaper (I don’t trust the quality or have other considerations)

Trend

- Three in four respondents pay attention to eco-labeled products.
- However, the majority of buyers treat such products neutrally (52 percent) and prefer to buy them only if the prices are comparable to those of the standard products.
- At the same time, one in five respondents (21 percent) demonstrated a positive attitude toward ecologically clean food and buy them even if they are more expensive.

Highlights

- Respondents demonstrated the most positive attitude toward eco-labels on dairy products (24 percent), fresh fruit and vegetables (22 percent), as well as meat (21 percent).
- Women tend to focus on eco-labeled products and demonstrate a positive attitude toward them more often than men (by 3–6 pp).
- The stronger the financial standing, the more frequently people tend to buy eco-labeled food and overpay for it. In all product categories the percentage of such respondents ranges from 13–21 percent in low-income groups to 25–33 percent in high-income groups.
Cosmetics and perfumes
Buying cosmetics and perfumes in traditional stores

Consumer activity metrics

- The absolute majority of Russian consumers (91 percent) buy cosmetics and perfumes in traditional stores. On average, respondents make such purchases approximately two times per month, each of them averaging RUB 1,950.

- The percentage of cosmetics and perfume buyers is significantly higher among women compared to men (by 10 pp), the former make purchases more frequently (2.3 times per month versus 1.7) and spend almost 30 percent more per purchase.

- The most enthusiastic cosmetics and perfume buyers are respondents aged 26–45 who make 2.1 purchases per month. The percentage of buyers among them is 94 percent.

- The employed respondents tend to buy cosmetics and perfumes more frequently than the unemployed respondents (2.2 versus 1.8) and spend RUB 500 more per purchase.

- The stronger the financial standing, the more impressive the average receipt and the higher the purchasing frequency: from RUB 1,650 and 1.7 times a month among respondents of weak financial standing, to RUB 2,150 and 2.5 times a month among respondents of strong financial standing.

- People in Moscow are generally the biggest spenders in offline cosmetics and perfumes stores at RUB 2,150 per visit, or RUB 200 above the average (see Appendix).
Buying cosmetics and perfumes online

Consumer activity metrics

- One in two respondents (50 percent) buy cosmetics and perfumes online. On average, they make such purchases 1.4 times per month, averaging RUB 2,750 each, which exceeds the respective purchase in a traditional store by RUB 800.

- Women tend to make such purchases twice as often as men. Sixty-three percent of female respondents buy cosmetics and perfumes online 1.7 times per month on average, compared to only 35 percent of men, who make such purchases only 0.7 times per month.

- The youngest shoppers aged 18–25 spend RUB 750 more per purchase than the rest of the respondents on average. The amount spent on cosmetics and perfumes in the 36–45 age group (around RUB 2,100) tends to be significantly below the average level.

- The employed respondents tend to more frequently buy cosmetics and perfumes online than the unemployed survey participants (1.5 times per month versus 1.2).

- Respondents of strong financial standing spend 45 percent more on an online purchase than respondents of weak financial standing.

- Moscow residents spend RUB 3,600 per purchase when shopping for cosmetics and perfumes online, beating the average for this category by a considerable RUB 850 (see Appendix).

The typical shopper profile

- Female
- Aged 26–35
- Employed
- At least of average financial standing
## Criteria for choosing an online store

### Please indicate the rationale behind selecting stores when buying cosmetics and perfumes online

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable price</td>
<td>72%</td>
</tr>
<tr>
<td>Sales discounts and events</td>
<td>49%</td>
</tr>
<tr>
<td>Positive feedback</td>
<td>43%</td>
</tr>
<tr>
<td>Wide variety of products</td>
<td>23%</td>
</tr>
<tr>
<td>Free delivery</td>
<td>22%</td>
</tr>
<tr>
<td>Store reputation</td>
<td>18%</td>
</tr>
<tr>
<td>Visit to the brick &amp; mortar outlet</td>
<td>14%</td>
</tr>
<tr>
<td>Convenient pick-up points</td>
<td>13%</td>
</tr>
<tr>
<td>Convenient payment methods</td>
<td>9%</td>
</tr>
<tr>
<td>Prompt delivery</td>
<td>6%</td>
</tr>
<tr>
<td>Loyalty program</td>
<td>6%</td>
</tr>
<tr>
<td>User-friendly website</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Expert view:

“In the digital age, information posted on social networks and forums for discussing personal experiences of using cosmetics is of great reputational importance, to the point that these reviews largely determine the buyer’s choice. The level of trust is also of great importance, and for this reason, buyers generally choose the online stores of retail chains through which they have already made purchases.”

Alla Sokolova, CEO of Mary Kay Russia

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As stated above, 50 percent of the respondents buy cosmetics and perfumes online.

### Trend

- **The decisive factors for Russian shoppers selecting online cosmetics and perfume stores are price and reputation.**
- **Key criteria highlighted by one in five respondents include a wide range of products (23 percent) and free delivery (22 percent).**
- **Russian shoppers also attach importance to the credibility of online cosmetics and perfume stores. Hence, they prefer well-established stores (18 percent), as well as stores with brick-and-mortar outlets, which they have already visited (14 percent).**
- **Loyalty programs are no longer that relevant when it comes to choosing a store. Therefore, a mere six percent of the respondents highlighted the relevance of loyalty programs.**
- **The delivery speed is not so significant either for cosmetics and perfume purchases.**
- **Notably, respondents rarely highlight the importance of such criteria as the payment method (9 percent) and the interface convenience (1 percent). This may be due to the fact that almost all online cosmetics and perfume stores offer advanced functionality preventing respective issues.**

### Highlights

- **The respondents who reported weak financial standing pay attention to price affordability significantly more often than the respondents of strong financial standing (by 19 pp).**
- **The consumers of strong financial standing tend to focus on brand prominence more than average (by 7 pp).**
- **The youngest respondents (aged 18–25) select online stores by taking into account online references more often (15 pp above the average).**
Country of origin preferences

1. Please specify your attitude toward the country of origin with respect to cosmetics and perfumes

The correlation between customers’ awareness of the country of origin with respect to cosmetics and perfumes and their readiness to buy such products:

- Russian brands: 96%
- European brands: 89%
- US brands: 62%
- Chinese brands: 62%
- Korean brands: 51%
- Japanese brands: 49%
- Thai brands: 46%
- Arab brands (UAE): 34%
- Thai brands: 31%

Customers’ willingness* to buy cosmetics and perfumes depending on the region/country of origin:

- **Russia**: 1.81
- **Europe**: 1.87
- **Arab countries**: 1.06
- **Japan**: 0.87
- **Korea**: 0.82
- **China**: 0.60
- **Thailand**: 0.51

* Purchase readiness index for those acquainted with the brand: [the sum of weighted percentages of those who are prepared to buy cosmetics and perfumes minus the weighted percentage of those who are not prepared to do so].

- In addition to Russian brands, the respondents are well acquainted with European (89 percent) and American (62 percent) cosmetics and perfume brands.
- One in two respondents are familiar with Chinese, Korean, and Japanese cosmetics and perfume producers (46–51 percent).
- We used a summary index* to analyze the propensity of respondents to purchase cosmetics and perfumes depending on the country of origin. The highest index values went to European (1.87 points) and Russian (1.81 points) brands.
- American, Japanese, and Korean brands are less in demand (with the index value being 0.82–1.06 points).
Country of origin preferences

Please specify your attitude toward the country of origin with respect to cosmetics and perfumes.

Readiness to try unknown cosmetics and perfume brands

We analyzed the preferences of those who are not acquainted with various foreign cosmetics and perfume brands and made the following conclusions:

- The respondents showed the highest interest in Japanese cosmetics and perfumes (+0.14 points). One in three respondents (34 percent) is not aware of Japanese brands, but would like to try them.

- Korean and Arab brands appear less interesting to Russian shoppers (the interest balance was reported at +0.08 and +0.05 points, respectively).

- On average, respondents are least interested in trying cosmetics and perfumes from China (the interest balance indicator equals -0.05 points).

*The interest balance: [the percentage of those interested in trying cosmetics and perfumes minus the percentage of those who are not interested]*
**Attitudes toward natural cosmetics**

The percentage of those who prefer natural cosmetics: 84%

**Trend**
- The absolute majority of respondents (84 percent) have a positive attitude toward natural cosmetics: they are prepared to buy them even if they are significantly more expensive (25 percent) or would give preference to them if they are sold at comparable prices (59 percent).
- The ingredients of the cosmetics are not important for 12 percent of the respondents.
- Only 4 percent have a negative attitude toward natural cosmetics, i.e., they would refuse to buy them at comparable prices (3 percent) or at significantly lower prices (1 percent).

**Highlights**
- The more senior the age group, the higher the percentage of respondents preferring natural cosmetics (from 70 percent in the 18-25 age group to 92 percent among the respondents aged over 55).
- Notably, one in four respondents (25 percent) aged 18-25 do not pay attention to cosmetics’ ingredients at all.
- The absolute majority of Russian shoppers of strong financial standing (90 percent) prefer natural cosmetics. Among them, 39 percent use only natural cosmetics.
Ethical treatment of animals in cosmetics production

Do you know of cosmetics and perfumes produced without animal testing?

<table>
<thead>
<tr>
<th>Awareness of the respondents attaching significance to animal testing</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I know of such brands and regularly monitor this information.</td>
<td>6%</td>
</tr>
<tr>
<td>Yes, I know of some brands, but do not monitor this information.</td>
<td>16%</td>
</tr>
<tr>
<td>No, I don’t know of such brands, but I would be interested in learning about them.</td>
<td>46%</td>
</tr>
<tr>
<td>No, I neither know of such brands, nor would I be interested in learning about them.</td>
<td>32%</td>
</tr>
</tbody>
</table>

49% The percentage of Russian shoppers opposing the testing of cosmetics on animals.

Trend
- One in five respondents (22 percent) who believe it is important that cosmetics not be tested on animals, pays attention to brands introducing this rule.

Highlights
- Russians aged 18–35 (56 percent) are most concerned about the ethical treatment of animals. The representatives of this age group are more aware of brands introducing respective guidelines.
- Women are significantly more concerned than men (by 13 pp) about cruelty-free cosmetics. Women are also better acquainted with cruelty-free brands (by 4 pp).
- Respondents of strong financial standing are more concerned about ethical animal treatment and more aware of cruelty-free brands (by 7 pp and 8 pp, respectively).
Alcoholic beverages
On average, 82 percent of adult Russians buy alcohol. On average, respondents buy alcohol around five times a month and spend approximately RUB 800 per purchase.

On average, alcohol is bought by 84 percent of male respondents and 80 percent of female respondents. Men buy alcohol more frequently (around six times per month versus four times in the case of women) and spend almost 20 percent more per purchase.

The percentage of buyers is lower among respondents from the youngest age groups (18–20 years and 21–25 years) – by 15 pp and 7 pp, respectively. Alcohol is less popular among respondents over 55, too (by 5 pp). The representatives of this group also buy alcohol less frequently, i.e., around three times per month.

On average, the percentage of alcohol buyers is higher among employed respondents (by 15 pp) and they purchase it more frequently (5.3 times per month versus 3.9). They also spend RUB 200 more per purchase than unemployed respondents.

The higher the income level, the more alcohol respondents tend to buy (74 percent among respondents of weak financial standing versus 90 percent among Russians of strong financial standing). The high-income respondents buy alcohol significantly more frequently (6.5 times per month) and report a significantly higher average receipt when buying alcohol (around RUB 1,200, which is 1.5 times higher than the national average).

Residents of Moscow and St. Petersburg spend an average of over RUB 1,000 on alcoholic beverages offline or RUB 200 above the national average (see Appendix).
Alcohol preferences

Which alcohol do you prefer?

<table>
<thead>
<tr>
<th>Alcohol</th>
<th>Aged 18–20</th>
<th>Aged 21–35</th>
<th>Aged 36–60</th>
<th>Over 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>69%</td>
<td>61%</td>
<td>67%</td>
<td>57%</td>
</tr>
<tr>
<td>Wine</td>
<td>69%</td>
<td>62%</td>
<td>62%</td>
<td>60%</td>
</tr>
<tr>
<td>Cognac</td>
<td>67%</td>
<td>66%</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Sparkling wine</td>
<td>62%</td>
<td>64%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Vodka</td>
<td>59%</td>
<td>59%</td>
<td>57%</td>
<td>49%</td>
</tr>
<tr>
<td>Whiskey</td>
<td>52%</td>
<td>44%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Vermouth</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Bitters</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Liqueur</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Cider</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>

As stated above, 82 percent of respondents buy alcohol.

Trend

- Three in five respondents stated that their most in-demand alcoholic beverage is beer (63 percent) and wine (59 percent).
- Cognac (45 percent) and sparkling wine (41 percent) are the next in-demand alcoholic beverages, with vodka (36 percent) closing the list.
- The most in-demand beverages also include whiskey, preferred by one in four respondents (25 percent).
- Even though cider has a similar alcohol content/strength and price, it is significantly less favored by respondents (accounting for a mere 9 percent).

Highlights

- The selection of alcohol products varies widely depending on gender: men prefer strong alcoholic drinks and beer (74 percent) more frequently, while women favor wine (89 percent) and sparkling wine (53 percent).
- Respondents aged below 35 give preference to beer (56–72 percent) and wine (59–62 percent) more frequently.
- Senior age groups favor strong drinks (cognac and vodka) twice as much compared to junior age groups.

Expert view:

"Initiatives to increase the legal age to purchase spirits to 21 will not deliver any results as they will only increase the already significant proportion of beer and wine consumption amongst the youngest consumers (18-20 year-olds). It is clear that other measures are needed to resolve the problem of alcohol consumption in this category, including education."

Representative from alcoholic beverage company
Alcohol selection awareness

Please specify your level of awareness when it comes to buying alcoholic drinks.

<table>
<thead>
<tr>
<th>Awareness level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have strong knowledge of alcohol brands, hence I am confident in my choice</td>
<td>46%</td>
</tr>
<tr>
<td>when it comes to making a purchase.</td>
<td></td>
</tr>
<tr>
<td>I have mediocre knowledge of alcohol brands, hence I ask consultants when I</td>
<td>45%</td>
</tr>
<tr>
<td>buy something new.</td>
<td></td>
</tr>
<tr>
<td>I am not much of a specialist in alcohol brands, hence I am not confident in</td>
<td>9%</td>
</tr>
<tr>
<td>my choice when it comes to making a purchase (I always need a consultant's</td>
<td></td>
</tr>
<tr>
<td>assistance).</td>
<td></td>
</tr>
</tbody>
</table>

The percentage of buyers who are confident in their choice

Trend
- Almost one in two respondents (46 percent) believe they are relatively well aware of alcohol quality and feel confident in their choice when making purchases.
- Another 45 percent of respondents believe they have mediocre knowledge of alcohol brands and ask a consultant's advice when buying new drinks.
- Only 9 percent of the respondents are not confident in their choice and regularly ask for a consultant's advice.

Highlights
- Residents of Moscow and St. Petersburg, as well as other million-plus cities have better knowledge of alcoholic products.
- Men tend to be more confident in their choices when making purchases (59 percent versus 33 percent).
- The stronger the financial standing, the higher the percentage of those who believe they have good knowledge of alcohol brands (38 percent among respondents of weak financial standing versus 57 percent of strong financial standing).
Alcohol purchase-related concerns

Please specify whether you are concerned about the risk of purchasing counterfeit alcohol when buying famous international brands.

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Concerned (58%)</th>
<th>Somewhat Concerned (31%)</th>
<th>Not Concerned (11%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online stores</td>
<td>58%</td>
<td>31%</td>
<td>11%</td>
</tr>
<tr>
<td>Next-door groceries</td>
<td>48%</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>Bars, cafes, restaurants</td>
<td>38%</td>
<td>44%</td>
<td>18%</td>
</tr>
<tr>
<td>Convenience stores</td>
<td>25%</td>
<td>44%</td>
<td>31%</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>20%</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>Hypermarkets</td>
<td>22%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Alcohol stores</td>
<td>20%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Duty Free shops in airports</td>
<td>19%</td>
<td>28%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Trend

- Russian buyers are highly concerned about the risk of purchasing counterfeit alcohol. Even when it comes to Duty Free shops, nearly one in five respondents (19 percent) rated the risk of purchasing counterfeit alcohol as high. In addition, 28 percent of the respondents did not rule out that Duty Free shops may sell counterfeit alcohol.
- Russian buyers are concerned with such risk the most when purchasing counterfeit alcohol online: the majority of respondents (58 percent) see this risk as high. Only 11 percent of the respondents fully trust online stores. This pessimism may stem from the fact that as at the publishing date online alcohol sales in Russia were not allowed.
- Next-door groceries are equally mistrusted as online stores. Forty-eight percent of the respondents believe buying alcohol in such stores is a risk.
- Russian buyers treat alcohol sold in public eating places with suspicion, which are fully trusted by only 18 percent of the respondents.
- Respondents have higher trust in large stores. Thirty-nine percent of the respondents fully trust alcohol bought in hypermarkets, compared to supermarkets (35 percent) and convenience stores (31 percent).
- Specialized alcohol stores are next after Duty Free in the confidence rating. They have the full confidence of 41 percent of the respondents.
- Despite the awareness of risks, the respondents frequently buy alcohol in traditional stores (over 82 percent).

Highlights

- Alcohol connoisseurs are less concerned with risks of buying counterfeit alcohol.
- The respondents aged 18–30 have significantly higher trust in bars and restaurants compared to the national average level (by 10 pp). In contrast, Russians over 36 are more concerned (43 percent of the respondents see this risk as high).
## Production geography

**Please specify your preferences with respect to the country of origin for alcoholic beverages**

<table>
<thead>
<tr>
<th>Alcohol Type</th>
<th>I prefer Russian-produced alcohol</th>
<th>I prefer Foreign-produced alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodka</td>
<td>83%</td>
<td>8%</td>
</tr>
<tr>
<td>Bitters</td>
<td>69%</td>
<td>13%</td>
</tr>
<tr>
<td>Sparkling wine</td>
<td>53%</td>
<td>34%</td>
</tr>
<tr>
<td>Beer</td>
<td>51%</td>
<td>31%</td>
</tr>
<tr>
<td>Sider</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>Cognac</td>
<td>38%</td>
<td>50%</td>
</tr>
<tr>
<td>Wine</td>
<td>32%</td>
<td>52%</td>
</tr>
<tr>
<td>Liqueur</td>
<td>13%</td>
<td>71%</td>
</tr>
<tr>
<td>Vermouth</td>
<td>12%</td>
<td>75%</td>
</tr>
<tr>
<td>Whiskey</td>
<td>5%</td>
<td>89%</td>
</tr>
</tbody>
</table>

**Highlights**

- The residents of wine-producing regions (Southern and North Caucasus Federal Districts) significantly more often prefer to buy Russian-made wine, sparkling wine, and cognac (by 7–30 pp).
- In contrast, the respondents aged 18–25 significantly more often buy imported beer, sparkling wine, and cognac (by 10–13 pp).
- Residents of Moscow and St. Petersburg more frequently (compared to the national average) tend to buy foreign-made beer, cider, wine, sparkling wine, cognac, and whiskey.
- Notably, the difference in financial standing has almost no visible effect on preferences of domestic and foreign brands.

**Preferred countries of origin among buyers of imported alcohol**

**Cognac**
- Western Europe – 62%
- Southern Europe – 14%
- Eastern Europe and the CIS – 14%

**Wine**
- Southern Europe – 49%
- Western Europe – 32%

**Sparkling wine**
- Western Europe – 66%
- Southern Europe – 23%

**Beer**
- Western Europe – 79%
- Eastern Europe and the CIS – 12%

**Whiskey**
- Northern Europe – 50%
- North America – 29%

**Vermouth**
- Southern Europe – 53%
- Western Europe – 30%

**Liqueur**
- Western Europe – 41%
- Southern Europe – 26%

**Trend**

- In contrast to the food category, where domestic products are preferred by the absolute majority of respondents, they prefer foreign alcohol when it comes to buying some brands.
- Most often, Russian buyers prefer foreign alcohol when buying whiskey, liqueur, and vermouth (71–89 percent).
- At the same time, respondents tend to prefer domestically produced alcohol when buying vodka and bitters (83 and 69 percent, respectively).
- Other alcohol categories are favored approximately equally by supporters of domestic and foreign brands.
- Notably, about half of the respondents (52 percent) choose foreign brands when buying wine, but when it comes to sparkling wine they prefer domestic brands (53 percent).
Attitudes toward online alcohol sales

Please indicate how you view online alcohol sales.

Trend

• The respondents had divided opinions on whether online alcohol sales should be allowed (supported by 44 percent and rejected by 43 percent). Thirteen percent of the respondents were indifferent to lifting the ban on online alcohol sales.

• The respondents support lifting the ban on online alcohol sales because of potential higher convenience (20 percent), lower prices (13 percent), and comparability of different stores (11 percent).

• The opponents of lifting the ban cited the risk of underage persons buying alcohol (30 percent).

Expert view:

“The existing ban on the sale of alcoholic beverages via the Internet obviously cannot completely eradicate illegal online sales. An effective step to solve this problem could be to legalize online sales and encourage consumers to only use state-authorized online sellers. The necessity of adopting this measure also resonates with consumers, who need a transparent and comprehensible market.”

Representative from alcoholic beverage company

Highlights

• Residents of Moscow and St. Petersburg tend to significantly more frequently favor lifting the ban on online alcohol sales (by 13 pp and 18 pp, respectively). They believe it will increase the convenience of making purchases.

• Men tend to support lifting the ban on online alcohol sales more than women (51 percent versus 38 percent).

• People of strong financial standing tend to support lifting the ban more actively than respondents of weak financial standing (56 percent versus 35 percent, respectively).

Positively, as it would make buying alcohol more convenient

Positively, as it would enable customers to buy alcohol at lower prices

Positively, as it would enable customers to compare offers in different stores

Negatively, as the risk of underage customer’s buying alcohol would increase

Negatively, as the risk of selling alcohol during restricted hours would increase

Negatively, as online alcohol advertising would increase

Negatively for other reasons (please specify)

20%

13%

11%

30%

4%

5%

4%

20%

44%

43%

13% of respondents are indifferent to lifting the ban on online alcohol sales.
Consumption in Russia – 2019 | Alcoholic beverages

Demand for online alcohol sales

Would you buy alcohol online if the ban is lifted? Please indicate whether lifting the ban on online alcohol sales may affect your overall approach to making purchases.

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I would buy alcohol online, but it will not affect my other purchases</td>
<td>50%</td>
</tr>
<tr>
<td>Yes, I would buy alcohol online and order other goods more frequently</td>
<td>39%</td>
</tr>
<tr>
<td>No, I would not buy alcohol online</td>
<td>20%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>11%</td>
</tr>
</tbody>
</table>

The percentage of consumers willing to buy alcohol online

Trend

- In the event that the ban on online alcohol sales is lifted, 39 percent of consumers would be willing to use this opportunity.
- In contrast, one in two respondents (50 percent) who buy alcohol in traditional stores do not need online alcohol sales.
- Another 11 percent of the respondents failed to evaluate the need for online alcohol sales.
- Almost half of the respondents who would order alcohol online said they would more frequently make other online purchases including food, home care products, non-alcoholic beverages, etc. (19 percent of the total consumers of alcoholic beverages). As a reminder, on average, 82 percent of Russians make purchases of alcohol. Hence, the lifting of restrictions on online alcohol purchases may provide an impetus to the online retail industry both in this segment and other product categories.

Highlights

- Residents of Moscow, St. Petersburg, and other million-plus cities support lifting the ban on online alcohol sales to a larger extent than residents of smaller cities.
- Men tend to favor online alcohol purchases more than women (by 11 pp).
- Respondents aged 18–30 show stronger support for lifting the ban on online alcohol sales (8 pp above the average).
- The stronger the financial standing of the respondents, the higher the percentage of those willing to buy alcohol online if the respective restrictions are lifted.
- Expectedly, the percentage of those willing to buy alcohol online (76 percent) is higher among the supporters of lifting the ban, although even 11 percent of the opponents stated that they would use online stores to buy alcohol.
Attitudes toward alcohol advertising

Trend
• The general attitude toward alcohol advertising in different media appear to be negative. Only one in five respondents has a positive perception of alcohol advertising (17–22 percent), while 60–68 percent perceive it negatively.
• The most negative attitude was reported toward TV advertising (-51 percent by the balance value).
• Respondents seem to be significantly more tolerant toward advertising in print media and online (-43 and -38 percent, respectively), which exceeds the respective balance value for TV advertising by 8 pp and 13 pp.

Highlights
• Men appear to be significantly more tolerant to the idea of resuming alcohol advertising in various formats (the balance support rate is 19–22 pp higher than in the case of women).
• Respondents aged 18-30 appear to be more tolerant on this count when it comes to the resumption of alcohol advertising on TV (by 19 pp above the average), in print media (by 13 pp), and online (by 18 pp).
Catering
Going to fast-food cafes

- The majority of respondents (79 percent) go to fast-food cafes five times a month on average, with the average receipt being about RUB 800.
- Women tend to be more active cafe-goers than men (by 8 pp), but men tend to go to cafes more frequently (5.6 times per month versus 4.2).
- Respondents aged 18–35 go to cafes more frequently than the rest (12–14 pp above the average). At the same time, the representatives of the junior age group (18–25 years old) go to cafes more frequently than others (5.7 times per month), but spend less (RUB 650, or RUB 150 below the average).
- Among employed respondents, the average receipt is RUB 100 higher than for unemployed ones, while the visiting frequency is higher (5.5 times a month).
- The stronger the financial standing, the larger the average receipt and the higher the visiting frequency: from RUB 700 and 3 visits/month among respondents of weak financial standing, to RUB 1,000 and 7.1 visits/month among respondents of strong financial standing.
- In Moscow and St. Petersburg, people eat out in fast food restaurants more often than people in other cities (6.4 times per month and 5.9 times per month respectively), with Moscow also reporting the highest average receipt of RUB 1,000 (see Appendix).
Going to restaurants/bars

- Three in four respondents (75 percent) go to restaurants and bars from time to time (every ten days on average) and spend around RUB 1,950 per visit.
- Men tend to go to restaurants and bars somewhat more frequently than women (3.5 times a month versus 2.1).
- Respondents aged 18–45 tend to go to restaurants and bars more often compared to the average level (by 5–10 pp). The respondents aged over 45 reported the largest receipt amount per visit (RUB 2,200–2,500). The representatives of the junior age group (18–25) go to restaurants and bars most frequently, but report the lowest average receipt amount (RUB 1,550).
- The percentage of buyers is significantly higher among employed respondents than unemployed (by 22 pp).
- Ninety percent of respondents of strong financial standing go to restaurants and bars. The stronger the financial standing the larger the average receipt amount as well as the frequency of going to restaurants and bars (from 1.6 times a month and RUB 1,550 among respondents of weak financial standing to 4.3 times a month and RUB 2,300 among respondents of strong financial standing).
- Moscow residents are the most regular patrons of restaurants and bars, visiting 3.7 times per month and spending the most per visit (RUB 2,200) (see Appendix).
Consumption in Russia – 2019

Going to public eating places

1. How frequently and under which circumstances do you visit public eating places?

- During lunch breaks: 72% go to public eating places, visiting on average 7 times per month.
- On workdays after work: 71% go to public eating places, visiting on average 3 times per month.
- On workdays before work (for breakfast): 38% go to public eating places, visiting on average 4 times per month.
- At any time during workdays (business meetings): 61% go to public eating places, visiting on average 3 times per month.
- On weekends: 90% go to public eating places, visiting on average 1 time per month.
- On special occasions: 89% go to public eating places, visiting on average 1 time per month.

During the six months preceding the survey, 73% of the respondents visited public eating places.

Trend

- Seventy-two percent of the respondents said they go to public eating places during lunch breaks. On average, they have lunch in public eating places seven times a month.
- Seventy-one percent of the respondents go to various public eating places from time to time on workdays. On average, this occurs three times per month.
- The respondents go to cafes the least frequently on workday mornings. Only one in three respondents (38 percent) has breakfast this way. On average, this happens on a weekly basis.
- Sixty-one percent of the respondents hold business meetings in cafes and restaurants.
- The absolute majority of respondents (89–90 percent) go to cafes and restaurants on weekends, as well as on special occasions.
Going to public eating places

1. Please specify how frequently and when you visit public eating places.

The percentage of Russian visitors going to public eating places under the specified circumstances:
- During lunch breaks
- On workdays after work
- On weekends

Average regularity:
- During lunch breaks
- On workdays after work
- On weekends

Highlights

• Residents of Moscow and St. Petersburg as well as other million-plus cities report significantly higher attendance of public eating places during lunchtime (5–13 pp above the average). The residents of Moscow most frequently have lunch in this way (9.3 times a month on average).

• The frequency of visiting cafes and restaurants on workdays after work is higher among residents of Moscow and St. Petersburg (80–85 percent). The larger the city the higher the frequency of going to public eating places, i.e., from 2.9 times a month in cities with less than 500,000 inhabitants to 4.2 times a month in Moscow.

• Among those who go to public eating places, Moscow residents visit cafes and restaurants most frequently (96 percent of the respondents).
Buying ready-to-eat food in traditional stores

• The majority of respondents buy ready-to-eat food in traditional stores (78 percent). On average, the respondents make such purchases approximately 5.8 times a month, each of them averaging RUB 650.

• Men tend to order ready-to-eat food in traditional stores more frequently than women (6.5 versus 5.1) and spend RUB 150 more per purchase.

• The respondents aged 18–35 show a higher willingness to buy ready-to-eat food online (7–13 pp above the average). The representatives of the junior age group (18–25) buy ready-to-eat food most frequently (almost twice a week on average) and spend around RUB 550 per purchase.

• Employed respondents spend RUB 150 more per order than unemployed respondents.

• The stronger the financial standing, the higher the average receipt and the order frequency: from RUB 450 and 3.8 orders/month among respondents of weak financial standing, to RUB 950 and 7.7 orders/month among respondents of strong financial standing.

• Respondents from Moscow reported the highest average receipt for ready-to-eat food (RUB 900), which is almost 40 percent above the average (see Appendix).
Buying ready-to-eat food online

Consumer activity metrics

- Two in five respondents (38 percent) order ready-to-eat food online. The order averages RUB 1,250, which is almost twice the respective purchase in a traditional store. On average, respondents place about three orders a month.

- There are more women than men ordering ready-to-eat food online (by 6 pp), but men make such purchases more frequently (3.8 versus 2.5).

- The respondents aged 18–35 show a higher willingness to buy ready-to-eat food online (55 percent). However, the average receipt is the largest (around RUB 1,500) among the respondents aged 36–55. Only one in five respondents (19 percent) aged over 55 order ready-to-eat food online, which is twice below the average.

- Employed respondents spend RUB 1.5 more per order than unemployed respondents. Also, the percentage of employed respondents ordering ready-to-eat food online is twice higher compared to the unemployed (46 percent versus 25 percent).

- The stronger the financial standing, the larger the average receipt amount and the higher the order frequency: from RUB 800 and 2.1 orders/month among respondents of weak financial standing, to RUB 1,500 and 4.3 orders/month among respondents of strong financial standing. The percentage of those ordering ready-to-eat food online is higher among respondents of strong financial standing (56 percent).

- Almost half of respondents from Moscow and St. Petersburg (45–48 percent) have gone online to buy ready-to-eat food. People in Moscow buy ready-to-eat food online more often (3.7 times per month), spending RUB 1,400 per purchase, or RUB 150 above the average (see Appendix).
Ordering ready-to-eat food

Please specify the services you use to order ready-to-eat food.

- Restaurant’s own delivery service: 63%
- Delivery Club: 31%
- Yandex.Eda: 26%
- Ready-to-eat meal for several days: 7%
- ZakaZaka: 5%
- Eda.me: 4%

As stated above, 38 percent of respondents order ready-to-eat food online.

**Trend**

- Most frequently, they use restaurant delivery services (63 percent), not delivery aggregators like Yandex.Eda or Delivery Club. The key reason is that delivery aggregators operate mainly in major cities, while restaurant delivery services are available everywhere.

- At the same time, one in three respondents order ready-to-eat food online using Delivery Club (31 percent) and Yandex.Eda (26 percent).

- There is a new food delivery service gaining popularity: 7 percent of the respondents reported that they ordered a several-day stock of meals online.

**Highlights**

- There is a higher (and approximately equal) percentage of Delivery Club and Yandex.Eda users among residents of Moscow and St. Petersburg (41–44 percent).

- The percentage of Delivery Club and Yandex.Eda users is also higher in million-plus cities, as well as cities with more than 500,000 inhabitants. This difference is due to the higher penetration of Delivery Club services in Russia on average.

- Respondents aged 18–25 tend to use delivery aggregators more frequently than average. However, Delivery Club is more preferred than Yandex.Eda (52 percent versus 33 percent). In contrast, the representatives of senior age groups (over 55) more frequently use Yandex.Eda (27 percent versus 20 percent).

**Expert view:**

“A rapid transformation of consumer behavior is underway in Russia: the delivery of ready-to-eat food is becoming an everyday time-saving tool. We call this process a culture shift. Such changes occurred in China, where residents traditionally preferred to cook at home. But today, for a new generation of Chinese consumers, home-cooked food has become almost elitist. We expect similar changes in Russia over the next four years.”

Ruslan Gafurov, Managing Partner of Delivery Club
Clothing and footwear
Buying clothing and footwear in traditional stores

Consumer activity metrics

- Average receipt, RUB
- Purchasing frequency per quarter (three months)
- Percentage of Russians making purchases

As stated above, almost all Russian shoppers purchase clothing and footwear in traditional stores. On average, the respondents make such purchases approximately two times per quarter (three months), each of them averaging RUB 3,850.

The percentage of those buying clothing and footwear in traditional stores is slightly higher among women (by 3 pp).

Meanwhile, the percentage of clothing and footwear buyers in traditional stores is somewhat lower (by 2 pp) among the representatives of senior age groups (over 55).

Employed respondents spend RUB 350 more per purchase than unemployed respondents.

On average, respondents of strong financial standing make such purchases around three times a quarter and spend RUB 5,000 per purchase, while respondents of weak financial standing make such purchases approximately 1.7 a quarter and spend around RUB 2,900 per purchase.

Respondents from Moscow tend to shop for clothing and footwear in brick-and-mortar stores more often than those from St. Petersburg (2.4 times per quarter versus 1.7 times per quarter). However, St. Petersburg has higher spending per purchase compared to Moscow (RUB 4,700 versus RUB 4,300) (see Appendix).
Buying clothing and footwear in online stores

Consumer activity metrics

- Two in three Internet users (68 percent) buy clothing and footwear online. A purchase averages RUB 3,600, which is RUB 250 below the average receipt in a brick-and-mortar store. On average, Russian shoppers make two purchases per quarter.
- The percentage of those buying clothing and footwear in traditional stores is higher among women (by 20 pp). At the same time, men tend to make such purchases significantly more frequently (2.0 times per quarter versus 1.8).
- The percentage of those buying clothing and footwear online is higher among the respondents aged 18–35 (9–12 pp above the average). The representatives of this group also tend to make such purchases more frequently (1.8–2.5 times per quarter), but spend less on average (RUB 300–500 below the average per purchase).
- On average, employed respondents make two purchases per quarter compared to unemployed respondents (1.8). The percentage of those making such purchases is also higher among the employed (by 14 pp).
- The percentage of those buying clothing and footwear online is higher among respondents of strong financial standing (16 pp above the average). On average, the respondents make such purchases approximately 3.2 times a quarter, each of them averaging RUB 4,250.
- Online clothing and footwear shopping is most popular in St. Petersburg (75 percent). The city is also the leader in terms of the average per purchase spend (RUB 4,300) (see Appendix).
Consumption in Russia – 2019

Brand loyalty

Please specify how you purchase clothing and footwear.

- I have a favorite brand that I buy most frequently: 5%
- I have several favorite brands that I buy most frequently: 25%
- I have favorite brands, but I buy other brands, too: 24%
- I have no favorite brand, but I prefer buying famous brands: 11%
- I don’t pay attention to brands and can buy unknown brands or no-name goods: 35%

The percentage of brand loyalists

During the six months preceding the survey 99 percent of the respondents bought clothing and footwear.

Trend

- One in three Russian shoppers (30 percent) mostly buy clothing and footwear from one or several favorite brands (brand loyalists).
- Thirty-five percent of shoppers do not select specific brands and tend to buy mainly well-known brands.
- Also, 35 percent of the respondents stated that they do not care about brands, as they are ready to buy clothing and footwear from obscure brands or no-name goods.

Highlights

- The percentage of brand loyalists is significantly higher in Moscow (by 15 pp).
- Also, the percentage of brand loyalists is significantly higher among the respondents aged 18–25 (by 11 pp).
- The stronger the financial standing the higher the percentage of brand loyalists (from 22 percent among respondents of weak financial standing to 43 percent among respondents of strong financial standing).
Store selection preferences

Please specify where you purchase clothing and footwear.

- I prefer to make purchases in mono-brand stores: 25%
- I prefer to make purchases in multi-brand stores: 47%
- I prefer to make purchases in shopping malls where several price categories are available: 23%
- I have no preferences for the store category, location is key: 10%

Trend

- Almost half of the respondents (47 percent) prefer to buy clothing and footwear in shopping malls.
- One in five respondents (20 percent) buy clothing and footwear in multi-brand stores selling several brands at once.
- Eight percent of the respondents prefer mono-brand stores.
- One in four respondents (25 percent) said the store type was not important, with location being key.

Highlights

- The percentage of those preferring shopping malls is higher among women (by 7 pp). Men tend to prefer multi-brand and mono-brand stores more (by 5 pp and 3 pp, respectively).
- The higher the income level, the higher the percentage of multi-brand and mono-brand store-goers. Almost one in three respondents of strong financial standing buy clothing and footwear in multi-brand stores (30 percent), while 12 percent buy it in mono-brand stores.
- The percentage of those with no specific store preference is higher among respondents of weak financial standing (7 pp above the average).
- The residents of Moscow prefer to make purchases in mono-brand stores (16 percent).

Consumption in Russia – 2019 | Clothing and footwear
Attitudes toward leather and fur products

**Trend**
- The majority of respondents prefer to buy leather and fur clothing and footwear (72 percent):
  - One in five respondents (20 percent) prefer clothing and footwear made from natural materials even if it is significantly more expensive.
  - More than half of the respondents (52 percent) choose clothing and footwear made of natural materials if the prices are comparable.

**Highlights**
- Respondents aged over 45 tend to prefer leather and fur clothing and footwear (by 3–6 pp).
- In contrast, respondents aged 18–25 prefer animal-free clothing and footwear (25 percent, or 12 pp above the national average).
- The stronger the financial standing, the higher the percentage of those who prefer leather and fur clothing and footwear (81 percent of respondents of strong financial standing).

- Only 13 percent of the respondents stated that they prefer animal-free clothing and footwear.
Consumer electronics and home appliances
Buying consumer electronics and home appliances in traditional stores

• On average, 91 percent of Russian shoppers buy consumer electronics and home appliances in brick-and-mortar stores. The respondents make such purchases approximately 1.4 times per quarter, each averaging RUB 9,400.

• Men and women equally tend to buy consumer electronics and home appliances in traditional stores (91 percent), but men do it significantly more frequently than women (1.6 times per quarter versus 1.2). However, women make more expensive purchases. A woman's average receipt amount is almost RUB 1,400 higher than that of a man's.

• The representatives of the junior age group (18-25) tend to make more expensive purchases. Their average receipt amount is RUB 750 higher. They also buy consumer electronics and home appliances more frequently (twice a month). In contrast, shoppers over 55 years of age spend around RUB 8,600 per purchase (8 percent below the average).

• The stronger the financial standing, the higher the frequency of purchases (from 1.0 to 2.2 per quarter). However, the average receipt is almost the same for both respondents of medium and weak financial standing (around RUB 9,000), while shoppers of strong financial standing spend RUB 1,400 more on average.

• Moscow residents generally prefer to buy consumer electronics offline, visiting traditional stores 1.9 times per quarter on average. They also spend the highest amount per purchase: RUB 9,950 or RUB 550 above the average (see Appendix).
Buying consumer electronics and home appliances online

- The majority of respondents (60 percent) who use the Internet buy consumer electronics and home appliances online. On average, the respondents make such purchases approximately two times a quarter, each of them averaging RUB 8,550, which is lower than the respective purchase in a traditional store by RUB 850.
- Men are more likely than women to buy consumer electronics and home appliances online (65 percent versus 56 percent) and make such purchases more frequently (1.7 times a quarter versus 1.4). However, women make more expensive purchases. A woman’s average receipt amount is almost RUB 2,200 higher than that of a man’s.
- Respondents aged 18–25 tend to make online purchases of consumer electronics and home appliances more frequently (1.8 times a quarter). In contrast, respondents over 55 years of age make such purchases significantly more rarely (approximately 1.3 a quarter).
- Employed respondents tend to buy consumer electronics and home appliances online more frequently than unemployed (1.7 times a quarter versus 1.2) and spend 18 percent more.
- The stronger the financial standing the higher the frequency and the average receipt (from RUB 7,750 to RUB 9,550).
- Online shopping in this category is more popular in Moscow and St. Petersburg (66–69 percent of the respondents). People in St. Petersburg shop for consumer electronics and home appliances online more often than those in other cities (1.9 times per quarter), while Muscovites spend more per purchase (RUB 9,650) (see Appendix).
Brand loyalty

Please specify how you buy consumer electronics and home appliances

<table>
<thead>
<tr>
<th></th>
<th>Computer equipment</th>
<th>Entertainment equipment</th>
<th>Kitchen equipment</th>
<th>Home appliances</th>
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<tbody>
<tr>
<td>I have a favorite brand that I buy most frequently</td>
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<td>I have several favorite brands that I buy most frequently</td>
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<td>I have favorite brands, but I buy other brands frequently, too</td>
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<tr>
<td>I have no favorite brand, but I prefer buying famous brands</td>
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<td>30%</td>
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<tr>
<td>I don't pay attention to brands and can buy unknown brands or no-name goods</td>
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<td>14%</td>
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<td>12%</td>
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</table>

During the six months preceding the survey 73 percent of the respondents bought consumer electronics and home appliances.

**Trend**

- The strongest brand loyalty is observed with respect to computer equipment (smartphones, tablets, notebooks, PCs, etc.). Nine percent of the respondents stated that they buy one favorite brand.
- Russians pay attention to the brand when buying home appliances (washing machines, irons, vacuum cleaners, climate control equipment, etc.). Thirty percent of the respondents stated their readiness to buy any famous brands.
- Overall, 12–14 percent of the respondents are not brand conscious when it comes to buying different categories of appliances. They are prepared to buy no-name products.
Brand loyalty

The percentage of brand loyalists

Highlights

• Men tend to be more brand conscious, especially when it comes to buying computer and entertainment equipment (by 5 pp and 7 pp, respectively, compared to women).

• The relationship between brand loyalty and financial standing is observed in all categories of consumer electronics and home appliances. Brand loyalty increases from 24–33 percent among respondents of weak financial standing to 52–58 percent among respondents of strong financial standing.

The typical brand loyalist profile

• Male
• Aged 18–30
• High income level
• Lives in a city of over one million people
• Higher education
• Enjoys shopping
Making a purchase decision

Please specify actions that influence your final purchase decision when you buy specific consumer electronics or home appliance equipment.

<table>
<thead>
<tr>
<th>Action</th>
<th>Men (%)</th>
<th>Woman (%)</th>
<th>All (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studying Internet comments</td>
<td>35%</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>Analyzing own experience</td>
<td>23%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Analyzing special reviews and ratings</td>
<td>22%</td>
<td>19%</td>
<td>20%</td>
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<tr>
<td>Asking a sales consultant</td>
<td>8%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Asking a friend for advice</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Trend
- The respondents buying consumer electronics and home appliances most frequently make a purchase decision after studying Internet commentaries (38 percent), based on their own experience (21 percent), as well as product-specific articles (20 percent).

Highlights
- Men tend to rely on their own experience more than women (by 5 pp), while women more frequently trust the opinion of others (by 6 pp) and sales consultants (by 4 pp).
- Buyers aged below 40 more frequently look at Internet commentaries (by 6 pp), while respondents over 40 years of age focus on studying product-specific articles and ratings (by 7 pp).
- Discount hunters make purchase decisions more frequently after studying the respective Internet commentaries and upon the analysis of product-specific articles and ratings (by 15 pp and 10 pp, respectively). Those who are indifferent to discounts more frequently rely on their own experience (by 12 pp) and the experience of their friends (by 10 pp).
Store selection preferences

Please specify how you buy consumer electronics and home appliances.

I prefer to make purchases in mono-brand stores

- Men: 4%
- Woman: 5%
- All: 4%

I prefer to make purchases in multi-brand stores

- Men: 25%
- Woman: 35%
- All: 35%

I prefer to make purchases in shopping malls where several price categories are available

- Men: 48%
- Woman: 55%
- All: 51%

I have no preferences for the store category, location is key

- Men: 13%
- Woman: 15%
- All: 11%

Trend

- Russian consumers prefer shopping malls offering goods in several price categories (48 percent).
- Multi-brand stores are in demand as well. Almost one in three respondents (35 percent) tends to buy consumer electronics there.
- Only 4 percent of the respondents prefer mono-brand stores.
- Thirteen percent of consumers have no specific preferences with respect to the type of store – it is the location that matters to them.

Highlights

- Women tend to prefer shopping malls more frequently than men (by 7 pp).
- The respondents who have at least one favorite brand opt for mono-brand stores significantly more frequently (21 pp above the average).
- Men are usually more indifferent to the store type than women (by 4 pp).
- Respondents of strong financial standing prefer multi-brand and mono-brand stores (45 percent and 5 percent, respectively).
- Meanwhile, respondents of weak financial standing most frequently choose shopping malls (53 percent) or have no store preferences at all (21 percent).
Demand for consumer electronics and home appliances upgrades

Please specify when you last bought the following consumer electronics and home appliance items and how much you paid for them.

- This survey provided us with data on the average age of consumer electronics and home appliances used by the respondents. In some categories, the average period of use is close to the threshold of physical and technological obsolescence, which indicates the need for an upgrade.
- We also analyzed the average purchase prices and respective price changes.
- The prices for the majority of consumer electronics and home appliances have increased in the past three years.
- Prices have risen most for goods such as cameras, mobile telephones and computers.
- The average purchase price of relatively inexpensive goods such as multi-cookers, vacuum cleaners, and earphones decreased over the past three years.
Baby and children’s products
Buying baby and children’s products in traditional stores

- Two in three respondents (59 percent) bought baby and children’s products in brick-and-mortar stores. On average, the respondents make such purchases approximately four times a month, each of them averaging RUB 1,850.
- The percentage of baby and children’s product buyers is higher among women than men (by 6 pp). Women also tend to buy baby and children’s products more frequently (4.3 versus 3.9).
- The representatives of the junior age group (18–25) spend RUB 2,900 per purchase, which is RUB 1,000 above the average.
- Employed respondents spend RUB 250 per one baby and children’s shop visit compared to unemployed respondents.
- The stronger the financial standing, the higher the average receipt and the purchasing frequency: from RUB 1,400 and 6 purchases/month among respondents of weak financial standing, to RUB 2,200 and 4.6 purchases/month among respondents of strong financial standing.
- Respondents from Moscow shop for baby and children’s products in traditional stores 5.6 times a month, which is one third above the national average; however, their average receipt per purchase is RUB 200 below the average (see Appendix).

The typical shopper profile
- Female
- Aged 26–35
- Employed
- At least of average financial standing
Buying baby and children’s products online

Consumer activity metrics

- One in three respondents (37 percent) buy baby and children’s products online. One such purchase averages RUB 2,150, which is RUB 300 above the average receipt in a brick-and-mortar store.
- The percentage of online baby and children’s product buyers is significantly higher among women compared to men (by 11 pp).
- Russians aged 18–25 spend around RUB 3,000 per purchase, which is RUB 900 above the average. However, the percentage of those who make such purchases is higher among the respondents aged 26–45 (around 50 percent).
- Employed respondents spend RUB 750 per baby and children’s products store visit compared to unemployed respondents.
- The stronger the financial standing, the higher the percentage of respondents buying baby and children’s products online (from 28 percent among respondents of weak financial standing to 55 percent among respondents of strong financial standing).
- Moscow is more enthusiastic about online baby and children’s products shopping than other cities, reporting roughly 5 purchases per month versus the country’s average of 2.9 purchases per month. People in Moscow also spend RUB 2,900 per purchase, beating the national average by RUB 750 (see Appendix).
Criteria for selecting baby and children’s products

What categories of baby and children’s products did you buy online in the past six months?

- Games and toys: 84%
- Children’s clothing and footwear: 81%
- Baby care (diapers, napkins, creams, powders): 42%
- Baby food: 35%
- Children’s furniture and carriages: 21%
- New baby products (baby linen, soothers, feeding bottles, etc): 15%

During the six months preceding the survey, 62 percent of the respondents bought baby and children’s products.

Trend

- The most in-demand baby and children’s product categories include toys (84 percent) as well as children’s clothing and footwear (81 percent). This may be due to the fact that children need these goods essentially at every age.

- Forty-two percent of the respondents indicated that they purchased baby care products in the past six months.
- In the six months preceding the survey, baby and children’s furniture as well as newborn baby products were purchased by 21 percent and 15 percent of the respondents, respectively.

Highlights

- Production quality is a key criteria considered by the respondents when selecting baby and children’s products of various categories.
- In addition to production quality, the respondents who are buying toys are also concerned about safety and price affordability.
- Price affordability is another criterion for buying baby clothing and footwear.
- Consumers are especially keen on the use of natural materials in the production of childcare goods, food and new baby products.
Appendix

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Research methodology
Key findings
Consumption metrics in Russia
Food
Cosmetics and perfumes
Alcoholic beverages
Catering
Clothing and footwear
Consumer electronics and home appliances
Baby and children’s products
Appendix
Contacts
## Consumer activity by size of population center

### Food

<table>
<thead>
<tr>
<th></th>
<th>Traditional stores</th>
<th>Online stores</th>
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<tbody>
<tr>
<td></td>
<td>Percentage of Russians making purchases</td>
<td>Purchasing frequency per month</td>
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<tr>
<td>All cities</td>
<td>99%</td>
<td>36%</td>
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<tr>
<td>Moscow</td>
<td>99%</td>
<td>44%</td>
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<tr>
<td>St. Petersburg</td>
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<td>47%</td>
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### Alcoholic beverages

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<th>Traditional stores</th>
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<td>Percentage of Russians making purchases</td>
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</tr>
<tr>
<td>All cities</td>
<td>82%</td>
<td>4.9</td>
</tr>
<tr>
<td>Moscow</td>
<td>83%</td>
<td>6.4</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>86%</td>
<td>5.4</td>
</tr>
<tr>
<td></td>
<td>81%</td>
<td>5.0</td>
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<td></td>
<td>82%</td>
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<tr>
<td></td>
<td>78%</td>
<td>4.5</td>
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</tbody>
</table>
## Consumer activity by size of population center

### Ready-to-eat food

<table>
<thead>
<tr>
<th></th>
<th>Traditional stores</th>
<th>Online stores</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percentage of Russians making purchases</td>
<td>Purchasing frequency per month</td>
</tr>
<tr>
<td>All cities</td>
<td>78%</td>
<td>38%</td>
</tr>
<tr>
<td>Moscow</td>
<td>82%</td>
<td>45%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>78%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>72%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>5.8</td>
<td>6.1</td>
</tr>
<tr>
<td></td>
<td>6.3</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td>5.5</td>
<td>6.1</td>
</tr>
<tr>
<td></td>
<td>5.7</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td>5.5</td>
<td>6.1</td>
</tr>
<tr>
<td></td>
<td>5.7</td>
<td>5.7</td>
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</tbody>
</table>

### Catering

<table>
<thead>
<tr>
<th></th>
<th>Percentage of Russians making purchases</th>
<th>Purchasing frequency per month</th>
<th>Average receipt, RUB</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cities</td>
<td>79%</td>
<td>75%</td>
<td>2.7</td>
</tr>
<tr>
<td>Moscow</td>
<td>83%</td>
<td>79%</td>
<td>3.7</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>81%</td>
<td>79%</td>
<td>2.9</td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>79%</td>
<td>2.6</td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>76%</td>
<td>2.6</td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>73%</td>
<td>2.6</td>
</tr>
<tr>
<td></td>
<td>73%</td>
<td>69%</td>
<td>2.6</td>
</tr>
<tr>
<td></td>
<td>4.9</td>
<td>6.4</td>
<td>5.9</td>
</tr>
<tr>
<td></td>
<td>5.3</td>
<td>5.3</td>
<td>5.2</td>
</tr>
<tr>
<td></td>
<td>5.2</td>
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<td>5.2</td>
</tr>
<tr>
<td></td>
<td>5.2</td>
<td>5.3</td>
<td>5.2</td>
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<tr>
<td></td>
<td>5.2</td>
<td>5.3</td>
<td>5.2</td>
</tr>
<tr>
<td></td>
<td>5.2</td>
<td>5.3</td>
<td>5.2</td>
</tr>
</tbody>
</table>
### Consumer activity by size of population center

#### Cosmetics and perfumes

<table>
<thead>
<tr>
<th></th>
<th>Traditional stores</th>
<th>Online stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cities</td>
<td>91% 2.0 1,550</td>
<td>50% 1.4 2,750</td>
</tr>
<tr>
<td>Moscow</td>
<td>92% 2.4 2,150</td>
<td>54% 1.4 3,600</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>92% 1.7 1,950</td>
<td>58% 1.2 2,650</td>
</tr>
<tr>
<td>All cities</td>
<td>89% 2.4 1,950</td>
<td>43% 1.4 2,650</td>
</tr>
<tr>
<td>Moscow</td>
<td>90% 2.0 1,850</td>
<td>43% 1.4 2,750</td>
</tr>
</tbody>
</table>

- Percentage of Russians making purchases
- Purchasing frequency per month
- Average receipt, RUB

#### Clothing and footwear

<table>
<thead>
<tr>
<th></th>
<th>Traditional stores</th>
<th>Online stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cities</td>
<td>97% 2.0 3,850</td>
<td>68% 1.9 3,600</td>
</tr>
<tr>
<td>Moscow</td>
<td>97% 2.4 4,300</td>
<td>71% 2.2 4,000</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>97% 1.7 4,700</td>
<td>75% 1.7 4,300</td>
</tr>
<tr>
<td>All cities</td>
<td>97% 2.0 3,750</td>
<td>69% 2.1 3,400</td>
</tr>
<tr>
<td>Moscow</td>
<td>97% 2.1 3,800</td>
<td>64% 1.8 3,500</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>97% 1.9 3,700</td>
<td>61% 1.8 3,550</td>
</tr>
</tbody>
</table>

- Percentage of Russians making purchases
- Purchase frequency per quarter (three months)
- Average receipt, RUB
Consumer activity by size of population center

Consumer electronics and home appliances

<table>
<thead>
<tr>
<th>Traditional stores</th>
<th>Online stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cities</td>
<td></td>
</tr>
<tr>
<td>Moscow</td>
<td></td>
</tr>
<tr>
<td>St. Petersburg</td>
<td></td>
</tr>
<tr>
<td>All cities</td>
<td>91%</td>
</tr>
<tr>
<td>Moscow</td>
<td>93%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>93%</td>
</tr>
<tr>
<td>All cities</td>
<td>91%</td>
</tr>
<tr>
<td>Moscow</td>
<td>90%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>89%</td>
</tr>
</tbody>
</table>

Baby and children’s products

<table>
<thead>
<tr>
<th>Traditional stores</th>
<th>Online stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cities</td>
<td></td>
</tr>
<tr>
<td>Moscow</td>
<td></td>
</tr>
<tr>
<td>St. Petersburg</td>
<td></td>
</tr>
<tr>
<td>All cities</td>
<td>59%</td>
</tr>
<tr>
<td>Moscow</td>
<td>61%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>58%</td>
</tr>
<tr>
<td>All cities</td>
<td>60%</td>
</tr>
<tr>
<td>Moscow</td>
<td>57%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>58%</td>
</tr>
</tbody>
</table>
Contacts

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Consumption in Russia – 2019

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Research methodology
Key findings
Consumption metrics in Russia
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Alcoholic beverages
Catering
Clothing and footwear
Consumer electronics and home appliances
Baby and children’s products
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