

76% of Russians cut spending before going on holiday according to survey by Fix Price and ROMIR

- **67% of respondents save money by choosing goods on discounts and promotions**
- **Preparing to go to vacation, Russians tend to purchase sunscreen products (56%) and swimwear (43%)**

12 July 2024 – Fix Price, a variety value retailer, and the Romir research holding company have conducted a survey to study the way Russians prepare to vacations. Most of those surveyed are looking to save money before their trip.

The survey reveals that 76% of Russians cut their spending before going on vacation. To that end, consumers take advantage of discounts and promotions to make a purchase (67%), make shopping lists to avoid impulse buys (45%), and do not dine out at cafes or restaurants (28%). Residents of the Ural, Southern, and North-Western federal districts are most likely to save money before their trip (82% each), whereas those from the Far Eastern Federal District (59%) are least likely to do so.

The research data show that nearly half of Russians are ready to spend RUB 3,000–10,000 to gear up for a vacation. The most in-demand categories were sun protection products and accessories such as sunglasses and hats, as well as swimwear – these categories purchased by 56% and 43% of respondents, respectively. Russians who are going on a vacation also buy inflatable swimming accessories (18%) and goods for outdoor games (12%). That said, sunscreen products, glasses and hats are more often purchased by people aged 35-44, while respondents aged 25-34 most often buy swimming inflatables.

On the whole, a third (33%) of Russians have changed their travel habits over the past two years. Among those, 63% have in general been leaving their homes less often, with 32% preferring domestic trips to overseas vacations and 17% heading off to explore nearby cities. In 2024, 38% of respondents plan to travel within Russia, while 10% want to go to abroad.

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y), one of the leading variety value retailers globally and the largest in Russia, offers customers high-demand and continuously refreshed assortment of personal care and household products, non-food and food items at low fixed prices.

As of 31 March 2024, Fix Price was operating 6,545 stores in Russia and neighbouring countries, all of them stocking approximately 2,000 SKUs across around 20 product categories. As well as its own private brands, Fix Price sells products from leading global names and smaller local suppliers. As of 31 March 2024, the Company was operating 13 DCs covering 81 regions of Russia and 8 neighbouring countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS. **ROMIR** is one of the largest research holdings in Eurasia, focused on a comprehensive study of the modern human being using innovative methods and technologies, the key of which is the ROMIR Longitudinal System. Since 1987 it has specialised in large-scale marketing, public and socio-economic research.

The focus of the study is Man in the broadest sense of the word. A person is a family member, a colleague, a consumer, a citizen. We know what he lives, what he thinks and talks about, what he dreams about, what he buys, what he watches and listens to, what and whom he chooses. We help businesses learn about their consumers. We help the state to get to know its citizens better. We help a person to navigate in the modern world. So that the family, society, and country become happier and more successful.

ROMIR implements a full range of research in various markets and spheres of society, focusing on three areas: psychodemography, social psychology and human-centred marketing.

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