

## PANDEMIC HAS NOT STOPPED RUSSIANS FROM SHOPPING, JOINT STUDY BY ROMIR AND FIX PRICE FINDS

*Shopping is once again becoming a way of having fun: 59% go shopping to make themselves happy and describe successful shopping experiences as “fun”, “enjoyable” and even “relaxing”.*

**10 September 2021, Moscow** - A joint survey\* by Romir and Fix Price has found that despite the increased availability of online shopping and lingering fears about COVID-19, 4 in 5 Russian consumers (80%) say that the pandemic has not significantly changed their shopping habits. 49% of Russians say they shop in the same way they did before the pandemic, while another 31% said they have only partially changed the way they shop. Interestingly, consumers who were more likely to visit physical shops, as before, were in the youngest and oldest age groups (18-24, 55-64 and 65+), while consumers aged 25-34 were more likely to have switched to new channels.

*“The vast majority of Russians continue to buy groceries from physical shops, including more than half of consumers combining physical and online shopping. We observe only a small number of Russians who have fully transitioned to online shopping, although the share is certainly much higher than pre-pandemic levels. Alongside the increasing prevalence of online retailing, physical formats are also showing growth: the shopping experience in convenience stores is actively improving, and the hard discounter sector is expanding,”* says **Inna Karayeva**, executive director of Romir and MILE Group.

67% of Russians reported that they shop with the same frequency as they did prior to the pandemic, with 63% saying they do it in the same way as before – on their way home from work or at the weekend. 21% say that they “love” shopping and describe their feelings visiting shops as “happiness,” “fun,” “delight” and even “rest” and “relaxation”. Consumers aged 25-34 and families with children are the most active shoppers – mainly for non-essential items such as home décor or toys. On the other hand, it is mostly men and young consumers aged 18-24 who dislike going to the shops.

*“For Russian consumers, shopping is largely an emotional process, and with real incomes stagnating, going to the shops remains an affordable way to spend free time and have fun. At Fix Price, we call this a “treasure hunt”: consumers go shopping to find new products at affordable prices, among other things. Consumers find satisfaction in small, non-essential purchases – demand for home goods, décor and accessories or products relating to hobbies continues to grow in our chains,”* says **Dmitry Kirsanov**, CEO of Fix Price.

63% of consumers enjoy shopping to find something unusual and interesting, while for 65% the opportunity to buy something nice at an affordable price is a good experience in itself. 59% like shopping to buy something small to make themselves happy and 42% pick up something they did not plan on buying when shopping. However, 60% make the argument that they like to shop in person because it is quick, easy and they don't spend money on delivery.

### \* About the study

The study was conducted using a representative sample survey of 1,500 people using the Romir Scan Panel household scanner at the end of August 2021. The research panel is based on consumption data from 40,000 Russians and 15,000 households in 220 cities with a population of 10,000 or more,

representing the purchasing and consumption behaviour of Russian cities. Panellists scan QR codes from receipts. Online scan data is fed into the scanner panel database.

#### **About Romir**

[Romir](#) has been focusing on marketing, media, social and economic research since 1987. Part of [the MILE Group](#).

#### **About Fix Price**

[Fix Price \(LSE and MOEX: FIXP\)](#), one of the leading variety value retailers globally and the largest in Russia. Fix Price has helped its customers save money every day since 2007. Fix Price offers its customers a unique and constantly refreshed product assortment of non-food goods, personal care and household products and food items at low fixed price points.

Today there are more than 4,600 Fix Price stores in Russia and neighbouring countries. In 2020, the Company recorded revenue of RUB 190.1 billion, EBITDA of RUB 36.8 billion and net profit of RUB 17.6 billion, in accordance with IFRS.

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