

58% of Russians use hot drinks to create autumn mood

- **hot drinks, a cosy blanket and warm clothing have topped the list of essential autumn items**
- **every third Russian spends time with loved ones and friends during the autumn season**
- **Russians' autumn favourites are seasonal fruits and vegetables, tea and coffee, snacks and sweets**

30 September 2024 – Fix Price, a variety value retailer, in cooperation with the Romir research holding company found out how Russians spend the autumn season.

Nearly one third of Russians (29%) reflect on the summer outcomes and get ready for the upcoming fall. They believe that hot tea, coffee or cocoa (58%), a cosy blanket (48%), and warm clothes (43%) are the best instruments helping to create a good ambience. The top five attributes also include autumn-coloured décor (24%) and scented candles (18%). The regional breakdown is also worth a look, as residents of the Southern Federal District associate autumn with warm home clothing (54%), while people from Moscow and St Petersburg link it to hot drinks (54%).

The survey shows that Russians also tend to change their habits in the autumn. Nearly a third of respondents (32%) spend more time watching TV and other video content during this season. 25% of those surveyed rewatch their favourite films and series, 24% more often visit their friends or invite them over, 22% more often engage in cooking and other home hobbies, and 21% more often attend cultural events.

The favourite autumn activity of Russians is spending more time with the loved ones (this was the answer given by 30% of respondents). Younger people aged 18 to 24 take photos of nature (21%), while the older generation aged 55 to 64 make preserves for the winter (27%).

The survey also showed how Russians change their purchasing behaviour during autumn. 58% of respondents give preference to seasonal fruits and vegetables, 28% buy tea and coffee more often, and 19% purchase snacks and sweets. 16% of Russians buy self-care products, while 15% prefer homewear, household goods, décor items, and accessories.

Young people aged 18 to 24 are more active in buying sweets and snacks (31%), those aged 25 to 34 increase their purchases of coffee and tea (32%), and Russians aged 55 to 64 prioritise vegetables and fruits (71%).

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 its customers a compelling and constantly updated assortment of non-food goods, including personal care and household products, and food items at low fixed price points.

As of 30 June 2024, Fix Price was operating 6,722 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 30 June 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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