

More men started to make purchases at Fix Price, survey finds

Fix Price has also become more popular with students and white-collar workers

21 February 2022 – during last 10 years, more men started to shop at Fix Price stores, a survey by Vector Market Research finds. Men accounted for 32% of Fix Price customers in 2021, up 6 pps vs 2011 (26%). The share of women over the same time period decreased from 74% to 68%.

Women and men make slightly different product choices. The survey shows that in 2021, men's most popular products included food (68% of men said they bought food products regularly), household chemicals (64%), and personal hygiene products (59%). The pattern is slightly different for women, with household chemicals standing on top of the list (79%), followed by cleaning supplies (73%) and personal hygiene products (70%). Products that men regularly buy more often than women are DIY tools and supplies (38% of men vs 35% of women). The categories that tend to be significantly more popular among women than men include kitchen items and bathroom and toilet accessories / cleaning supplies (54% and 70%, respectively, 16 pps). The line blurs when it comes to food products (68% and 70%, respectively, 2 pps).

Women's average ticket in 2021 was RUB 419, men's – RUB 386, according to the loyalty programme data.

In addition, the chain's customer breakdown by income also underwent changes over the past five years. In 2021, half of Fix Price customers in Russia – 51% – stated that their monthly household income was between RUB 20,000 and RUB 40,000 per family member, while 30% had an income of under RUB 20,000, and another 18% – of over RUB 40,000. In five years, the over RUB 40,000 customer category has tripled (6% in 2016), which represents the biggest growth in customer breakdown by income, while the under RUB 20,000 category has almost halved (54% in 2016).

As for social status, certain customer categories have grown in size since 2016, such as students (from 9% to 11%), white-collar workers (from 22% to 25%) and managers (from 9% to 11%); in contrast, the share of pensioners has dropped from 24% to 14%. Blue-collar workers remained flat at 20%.

Victoria Smirnova, CMO at Fix Price, commented:

“An uptick in the share of male customers over the past ten years is, in my opinion, evidence of the modern tendency of increased male involvement in household activities, while the growing share of middle- and high-income categories reflects the global trend towards rational consumption, where customers do not want to overpay for staple items of comparable quality. For several years now, we have seen that the key customers of Fix Price in Russia are women aged 25–55 with an average monthly household income of RUB 30,000 per family member. At the same time, we have a diverse customer base in terms of income, employment, and socio-demographic characteristics. Our effort to diversify Fix Price categories and goods enables us to meet the needs of different customer segments.”

The Vector Market Research survey was conducted in November 2021 and covered 10 Russian cities of Company's presence with populations of more than 1,000,000 people. A total of 1,150 respondents took part in the survey.



About the Company

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, 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 4,900 Fix Price 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.

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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