

86% OF FIX PRICE CUSTOMERS LEAD A HEALTHY LIFESTYLE

One in four also take care of their mental health

09 October 2023 – One in four customers of Fix Price (26%) purchase products that help support their mental health, such as books, stress reliever toys, and products for better sleep, according to a survey among Fix Price customers. The most popular products to support healthy living are healthy foods (53%), natural cosmetics and skincare (50%), and kitchen tools for healthy eating and weight management (40%). One in three customers (34%) purchase outdoor recreational products, and 29% splash out on sports goods.

86% of respondents maintain a healthy lifestyle in full or in part, while 9% do not but plan to start adding healthy behaviours to their lives; only 5% have no such attitudes or plans.

In terms of healthy eating, most respondents try to cut down on their intake of sugar (59%) and fried and high fat foods (55%) and opt for products with no food additives (32%). That said, only 4–5% of respondents follow a lactose or gluten free diet.

As for packaging and responsible consumption principles, 49% of consumers want individually packaged portion-controlled foods, 40% prefer goods that come in larger packaging to minimise waste, 37% opt for eco-friendly packaging, and 24% are ready to use refillable packaging.

"A healthy lifestyle is usually considered a privilege reserved to more affluent consumers who are willing to pay more for improved product properties. As a retailer with a stronger focus on middle- and low-income customer groups, we are happy to provide our audience with an opportunity to lead a healthy lifestyle on a budget. To help customers navigate our product range, we now have a special section on our website called "Healthy habits". It offers a selection of foods, recreational and relaxation products, sports goods, and kitchen gadgets and utensils that help contribute to the physical and mental well-being of our customers."

Ekaterina Goncharova, Head of Public Relations, Fix Price

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, has been helping 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. As of 30 June 2023, Fix Price was operating 6,039 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 2023, the Company was operating 12 DCs covering 80 regions of Russia and 8 neighbouring countries.

In 2022, the Company recorded revenue of RUB 277.6 billion, EBITDA of RUB 54.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

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