

Fix Price names bestselling products in 2021

Bargain hunting, personal care, and indulging in little treats were the key consumer trends in 2021.

24 December 2021 – Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, named bestselling products in 2021. School notebooks, antibacterial wipes and marshmallows have been among the hottest items in 2021, according to Fix Price sales data. Fix Price operates in 79 of Russia's 85 regions – an area encompassing 98% of the country's population. The chain's product range covers a wide array of product categories, from food items to household chemicals, children's items and toys, clothing, home decor and many more. This makes the chain's sales of the main product categories indicative of the key trends among consumers in the majority of Russia's regions.

FIX PRICE BEST SELLERS 2021



Regular assortment



Seasonal offerings



Source: Fix Price.
Items were selected based on unit sales numbers across more than 10 key categories from Fix Price assortment. Quotas have been applied for products in each category to reflect the specifics of demand.

School notebooks (12 sheet) top the bestselling list, totalling 45 million in sales. This is hardly surprising, as notebooks are in demand throughout the school year and Fix Price sells them at a bargain price of RUB 3.6 a piece. The second top seller is Cotte antibacterial wipes (15 million pieces sold), which reflects the continued consumer focus on health and preference for conveniently sized and easy to carry packages.

Other best sellers include food products to indulge in after school or work (“little treats”): puffed rice in sugar syrup (9.6 million items) and Pukhly Krolik (Chubby Bunny) marshmallows (9.7 million items). Products for healthy eating were also in high demand, with over 7.6 million items of Sekrety Zdorovya (Health Secrets) bran crispbreads sold. Interestingly, crispbreads were more popular among consumers aged 55+, who accounted for 41% of the sales, while sweets were popular among all age groups. Consumers bought 5.8 million items of aluminium baking forms, which reflects the increasing stay-at-home consumption trend. This cooking form is an affordable alternative to other heat-resistant cookware, as you can put it in a freezer or take with you when needed. It was slightly more popular with the 55+ age group, which accounted for 28% of the total sales.

In the non-food segment, the top-selling “little treats” were soap bubbles and My Big Colouring Book in the children’s goods category, with 2+ million items of each sold. Decorative boxes and figurines were the hottest items among seasonal products – originating in Instagram, the fashion for cozy home decor received a new lease on life during the pandemic.

Sales of personal care products surged in 2021 driven by the removal of most pandemic-related restrictions and resumption of active social life. Artificial nail sets and hair bands for washing were the best sellers in the beauty category (1.5 million pieces each). On average, they were more popular among customers under the age of 25. Make-up organisers and double-sided facial cleansing brushes were also in high demand selling 280,000 and 260,000 pieces respectively.

“Consumers eagerly embrace the so-called treasure hunt shopping as an exciting experience that helps brighten up their uneventful remote work and stay-at-home routine,” said Inna Kondratieva, Head of Category Management at Fix Price. “In the first half of the year, shoppers in Russia were more cautious in their purchases, fearing the consequences of inflation. However, the second half of the year saw increased spending on non-essential products, including home decor and personal care.”

How we counted

We used data on SKUs sold in Fix Price stores between 1 January and 15 December, 2021. As products in various categories are consumed with different frequency, we analysed 1–3 SKUs in each category. The larger the category, the more of its products was included in the ranking. Supplier brands were not accounted for. Buyer profiles were analysed using the loyalty programme data.



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 frequently updated 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 1,800 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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