

HOME FIRST: SURVEY BY FIX PRICE AND ROMIR SHOWS 75% OF RUSSIANS BOUGHT DECOR ITEMS THIS YEAR

- **Most respondents said they preferred to decorate living rooms**
- **34.4% would consider buying a home decor item if faced with an attractive offer**

8 November 2022 – Fix Price and Romir have surveyed Russian city residents about home decor products. Most respondents (75.2%) admitted to have purchased some of them in 2022, their top choices being candles and fragrances (37.9%), throw blankets (33.9%), paintings and photo frames (31.6%), tablecloths (30.1%), and artificial and live flowers and plants (28.3%). This year's buying majority (71%) "completely agrees" or "mostly agrees" that small decor items help create a cozy home.

The most likely candidates for decoration, respondents said, were living rooms (43%), kitchens (22.9%) and bedrooms (17.6%), with kitchens done up more often by women than men (26.7% vs 15.6%).

Purchase drivers

57.4% of respondents said they would buy decor items mainly to make their home cozier. The share of women who chose this reason exceeded that of men (64.2% vs 44.4%).

The decision would also depend on whether the person had spotted an interesting product on the shelf (38.4%), or wanted to feel better (33.9%) or dress up the house for a holiday (33.1%).

Three fourths of respondents (75.1%) said they usually shopped for home decor items before New Year and Christmas, and 22.9% before birthdays.

"One of our key priorities is to provide customers with a wide range of affordable products. Fix Price offers about 2,000 SKUs, including essential goods, food, as well as useful accessories, souvenirs and other things that help create a cozy home. Each year, Fix Price presents 8 seasonal collections, including holiday-themed lines for Easter, New Year and Christmas."

Inna Kondratieva, Head of Category Management at Fix Price

Appearance, practicality and price are key

When selecting home decor items, Russians paid attention to their look (65.3%), usability (47.9%) and budget-friendliness (40.2%). More than half (60.1%) of those who had bought home decor products this year said they often did so on an impulse after catching sight of an interesting piece on the shelf or seeing a commercial, with only 39.9% of Russians planning their purchases in advance.

The respondents also named their favourite stores and places where they had already bought home decor items this year. Nearly 60% said they preferred brick-and-mortar outlets, while the rest made purchases online. In 2022,

Russians have been buying home decor products from Fix Price (39%), Ozon (31.5%), Wildberries (30.3%) and Leroy Merlin (28.7%).

27.8% of respondents who used to purchase home decor items from IKEA before it left the Russian market said they now planned to switch to Leroy Merlin (60.9%), Fix Price (50%), marketplaces such as Wildberries (48.4%) and Ozon (45.3%), as well as Hoff (40.6%).

In the matter of expenses, most Russians said they were willing to lay out RUB 500-1,000 on a spontaneous purchase.

"Home decor-shopping today is also an opportunity to self-indulge a little. Undoubtedly, product appearance and practicality remain the main purchase drivers. However, the price factor is becoming increasingly important, with customers raising their standards and choosing market players who offer both a wide choice of products and good value for money."

Anastasia Sidorina, Client Service Director at Romir

About the research

Powered by the Romir Consumer Scan Panel, the survey was conducted on 14-19 October 2022, with only verified respondents included in the research. The sample size covered 1,000 people and is representative of urban areas with populations of over 10,000.

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.

As of 30 September 2022, Fix Price was operating 5,462 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 September 2022, the Company was operating 10 DCs covering 80 regions of Russia and 6 countries.

In 2021, the Company recorded revenue of RUB 230.5 billion, EBITDA of RUB 44.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

ABOUT ROMIR

Romir is the largest private research company, focusing its research on modern people and leveraging advanced methods and the latest technologies. Starting 1987, it specialises in large-scale marketing, cross-media, social, and socio-economic research. Romir is part of M-Holding.

CONTACTS

Fix Price Investor Relations

[Elena Mironova](#)

ir@fix-price.com

Fix Price Media Relations

[Ekaterina Charushina](#)

echarushina@fix-price.ru