

INFOLine: Fix Price tops retail growth charts in Kazakhstan

24 April 2026 – Fix Price has been recognised as the fastest-growing retail chain in Kazakhstan by INFOLine, according to the agency's annual study "Consumer Markets of Russia, Belarus, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan: 2025 Results and 2026 Prospects".

In 2025, Fix Price expanded its store count in Kazakhstan to 392, a 16% rise year-on-year.

Kazakhstan's total retail outlets exceeded 200,000 by early 2026, according to INFOLine data. Within this total, the agency's dedicated retail database ("340 Largest Retail Chains in Kazakhstan. 2026") identifies 10,300 as modern chain stores – 2,500 more than a year earlier. Despite this rapid growth, modern retail networks still account for a modest share of the market, suggesting considerable room for further consolidation.

"The retail market in Kazakhstan is undergoing active structural transformation: while traditional trade remains significant in scale, modern formats are gaining prominence, and both international and local chains continue to expand their footprint, establishing new competition and industry development standards. The rapid expansion of chains like Fix Price shows that Kazakhstan remains one of the most attractive markets in the region for scaling retail operations. That said, the competitive battleground in the years ahead will extend beyond prime locations to include business model efficiency, logistics and customer experience."

Ivan Fediakov, Founder and CEO of INFOLine

As at the end of Q1 2026, Fix Price had 399 stores in Kazakhstan, of which 387 were Company-operated and the remainder franchise. The stores are located across all major cities and rural areas, spanning 61 localities in total.

"We consistently rank high in the independent INFOLine agency ratings, and our leadership this year comes as no surprise. The growth of our network aligns with today's consumer needs, especially as customers face pressure from various negative economic factors and increasingly prioritise mindful consumption and value for money. We are delighted to provide value to our customers and continuously work to ensure our product range remains trendy, high-quality, and diverse, while opening stores precisely where they are most needed."

Alexey Ermakov, CEO of Fix Price Kazakhstan

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y), one of the world's leading variety value retailers and the largest in Russia, offers a wide and constantly updated assortment of non-food goods – including personal care and household products – as well as food items, all at low fixed price points.

As of 31 December 2025, Fix Price was operating 7,865 stores across Russia and other countries, each carrying approximately 2,000 SKUs in around 20 product categories. Fix Price offers a mix of its own private-label products, major brands, and items from local suppliers. As of 31 December 2025, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2025, the Company recorded revenue of RUB 327.5 billion, EBITDA of RUB 46.2 billion and net profit of RUB 15.7 billion, in accordance with IFRS.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.com