

Nine out of ten Russians make impulse purchases

- 55% buy products that are not on their shopping list when they see a bargain deal
- 37.7% believe that impulse buying is a great way to treat themselves

7 September 2022 - New joint research by Fix Price and Romir provided insights into impulse spending among Russians. The respondents included Russian women and men aged 18 to 64, who were polled on their impulse spending and changes in their consumption behaviour during this year.

According to the study, 92.4% of the respondents occasionally make impulse purchases, spending an average of RUB 100 to RUB 300 per store visit.

However, 45.6% noted a downward trend in their impulse buying over the past five months, 10.2% reported an increase and 44.2% did not observe any changes. Women are more inclined to cut back on their impulse spending: 48.2% of women have reduced impulse buying lately vs 42% of men.

Enjoying simple pleasures or stocking up: reasons behind impulse buying

The most common reason that compels Russians to make impulse purchases is a lucrative deal, according to 55.4% of respondents. At the same time, 37.7% feel joy from impulse buying and find it gratifying, while 26.4% cited the urge to stockpile as the reason for impulse purchases. 24.1% of Russians say they make impulse buys to make their children happy.

The respondents reported that impulse shopping triggered positive emotions, with half (50.4%) cheered up by impulse purchases frequently or constantly, 38.4% - occasionally, and 11.3% - rarely or never.

Victoria Smirnova, Director of Marketing Department at Fix Price, commented:

“In our research, we wanted to explore how people had changed their attitude to impulse buying over the past four to five months. According to the survey, most Russians still make impulse purchases, some of the reasons being self-gratification, making their children happy or stocking up. People still need emotions aroused by affordable and satisfying purchases. 64% of our assortment is constantly rotated, which means that our customers regularly enjoy new exciting products that make their life better.”

Impulse products and spending

A third (32.7%) responded that they spend between RUB 100 and RUB 300 on impulse purchases per store visit. For 29.9% of the respondents, the number reaches RUB 300-500, while 22.5% report impulsive spending at over RUB 500 per store visit.

Ice cream (36%), confectioneries (30.8%) and carbonated water (25.7%) are top-selling impulse items. Impulse buys for women also feature personal hygiene products (21.2%), hair care items (20.1%), detergents (19.4%), and laundry supplies (18.7%) Men’s purchases made on the spur of the moment include alcoholic beverages (21.7%), car accessories (18.3%) and shaving products (9.2%).

Anastasia Sidorina, Client Service Director at Romir, said:

“Impulse buying is not only about purchasing something at an attractive price, it is also a way to treat oneself. There is no doubt that today customers are primarily driven by the desire to curb their spending, yet in break with this pattern Russians still view impulse buying as a way to indulge themselves during an ordinary store visit. In turbulent times, the importance of impulse buys as sources of joy and a way to relieve stress is on the rise.”



Unplanned purchases at online stores are made only by 3.4% of the respondents. This low rate is attributable to the fact that buying online requires a leap of faith and does not guarantee quality (as per 38.1% of the respondents). 22.4% say they enjoy the experience of shopping in brick-and-mortar stores.

About the research

Powered by the Romir Consumer Scan Panel, the survey was conducted on 5-8 August 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 Fix Price

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 a unique and constantly rotating assortment of non-food, personal care and food items at fixed low prices. As of 30 June 2022, Fix Price operated 5,267 stores in Russia and neighbouring countries, with every store offering some 2,000 SKUs across around 20 product categories. In addition to its own private labels, Fix Price sells products from major global brands and smaller local suppliers. As of 30 June 2022, the Company operated eight distribution centres with a footprint in 80 regions across Russia and six foreign markets.

In 2021, the Company's revenue totalled RUB 230.5 billion, with its EBITDA and net profit amounting to RUB 44.2 billion and RUB 21.4 billion, respectively (under 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