

Consumer Lifestyles in Russia

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Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Russia.

Euromonitor's Consumer Lifestyles in Russia report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Overview market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumer landscape 2021

Life priorities

Russian respondents prioritise spending most time with their partners

Prioritising time for favourite activities higher than global average

Gen Z more focused on spending time with friends than other cohorts are

Consumers value products and services that are tailored to their tastes

Millennials like to be distinct from others

Consumers like to try new products but do their research first

Millennials/Gen X put greater emphasis on buying from trusted brands

Home life

Lower levels of entertaining at home as households connect virtually

Video gaming among top home-based activities for millennials

Clean air is the top consideration for Russian households

Baby boomers highly focused on living with limited air pollution

Eating habits

Preference for home cooking dampens demand for takeaway food

Older generations more likely to regularly have home-cooked meals

Consumers look for superior tasting , health-giving and non-GMO foods

Younger generations leading the way to a more flexitarian diet

Snacking is a regular part of daily eating habits for 40% of consumers

Gen Z have more varied mealtimes and snack more when watching TV

Working life

Earning a high salary outweighs other work-related expectations

All generations want a job that offers a strong work-life balance

Gen X focused on earning a high salary and want to work close to home

Expectations to work from home in future exceed global average

High percentage of baby boomers expect to work past retirement age

Sustainable living

Less than 60% feel they are having a more positive impact on the planet

Climate change is of greater concern to older generations

Consumers have lower-than-global-average level of green behaviours

Reducing the use of plastics is a key concern for all generations

Consumers more actively using energy-efficient products

Gen Z focus on sustainable packaging, baby boomers on energy efficiency

Consumers actively share their opinions on social/political issues

Gen Z make their purchasing decisions based on brand/company ethos

Leisure habits

Socialising online has surged during the pandemic
Generation Z shift online for socialising and learning
Russians like to engage with their friends in-person as much as possible
Middle cohorts more likely to regularly shop as a leisure activity
65% of respondents went on domestic trips in the previous 12 months
Travellers look for a safe destination with nature and outdoor activities
Gen X and baby boomers more focused on a relaxing travel experience
Health and wellness
65% of consumers regularly participate in physical exercise
Nearly 80% regularly walk or hike for exercise
Over 40% of millennials run/jog every week to keep fit
Herbal remedies used far more for stress reduction than global average
Middle cohorts have embraced sleep aids for reducing stress
Shopping habits
Consumers are buying fewer items to afford higher-quality things
Millennials most like visiting shopping centres
Friends and family have most influence over shopping recommendations
Older cohorts value independent consumer reviews
Convenience is by far the biggest motivator to use a subscription service
Over half of consumers are motivated to shop in-store to see and try first
Millennials shop in-store to avoid delivery-related hassles
Russian consumers shop online for best prices and free delivery
Best prices are a key online shopping motivation for older cohorts
Technology
Higher-than-average % share their data to receive personalised offers
Generation Z feel it is important to cultivate their personal brand online
Ownership of smart appliances and virtual assistants lower than average
Consumers have lower-than-global-average ownership of smartwatches
Participation in weekly online video gaming higher than global average
Millennials have high rates of online activities including social networking

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