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Consumer Values and Behaviour in Russia

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Abstracts

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Russia.

Euromonitor's Consumer Values and Behaviour 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 Values 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.

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Consumer values and behaviour in Russia
Russians want products and services that are uniquely tailored to them
All generations like trying new products and services
Russian consumers prefer branded goods to non-branded alternatives
Russians less optimistic about their future than the global average
Consumers not as optimistic about more activities shifting to in-person
Generation Z more optimistic about their future than other cohorts
Low expectations of more community engagement in future
Over 40% feel that the world will be a more dangerous place in future
Generation Z more positive about future community engagement
All generations are exercising regularly at home
Clean air is the top consideration for Russian households
Households want to have easy access to public transport
Preference for home cooking dampens demand for takeaway food
Low motivation and lack of time are barriers to cooking at home
Gen X feel more strongly that lack of time hinders home cooking
Consumers are focused on nutrition labels on food and drinks
Healthy ingredients key; Gen Z eating more plant-based foods
Nearly 40% want a job that allows for a strong work-life balance
Work-life balance most important consideration for younger cohorts
Earning a high salary outweighs other work-related expectations
Next to earnings, working for a good manager key to middle cohorts
75% of consumers are looking for ways to simplify their lives
Millennials feel under most pressure to get things done
Socialising online has surged during the pandemic
Generation Z shift online for socialising and learning
Cinema visits are still a popular leisure activity
Millennials and Generation X are the most avid leisure shoppers
Nearly 80% regularly walk or hike for exercise
Over 40% of millennials run/jog every week to keep fit
Herbal remedies are the most popular antidote to stress
Middle cohorts have embraced sleep aids for reducing stress
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
Price-conscious consumers like to find bargains
All generations have a strong focus on finding bargains
Consumers cutting back and avoiding unnecessary purchases
Baby boomers are more focused on cutting back on purchases
Purchases made via a smartphone low in comparison to other channels
All generations still prefer shopping in-store for most items
Consumers focus on increasing spending on travel and health
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Consumers actively manage their online privacy
Generation Z feel it is important to cultivate their personal brand online
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Millennials more likely to buy something via a social media platform
Nearly 70% of consumers regularly use online banking via their mobile
Middle cohorts make more regular in-store mobile payments

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