

The Impact of Coronavirus on FMCG and Service Sectors in Russia

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Abstracts

The Coronavirus (COVID-19) pandemic has heavily impacted many sectors of the economy. Increasing product prices, intensifying unemployment and weakening disposable income have encouraged conscious consumption. Consumers' interest is centred around personal health and home due to lockdown restrictions. Limitations on out-of-home entertainment and physical retail and services have made consumers rely on e-commerce and digital services.

Euromonitor International's The Impact of Coronavirus on FMCG and Service Sectors in Russia global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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