

The Impact of the War in Ukraine on Channels in Russia

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Abstracts

This report examines the early impact of the war in Ukraine on the retailing sector in Russia. Decreased disposable incomes, the suspension of activities by international players, sanctions and price increases have influenced consumers' priorities. Consumers have become even more cautious in their spending. This briefing discusses how retailers in Russia – both local and international – are reacting to the changing environment, what challenges they face and how they might overcome them.

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