

# The Impact of Coronavirus on FMCG and Service Sectors in Russia

June 2020

[Table of Contents](#)

## INTRODUCTION

Scope

Key findings

Challenging economic environment worsened by pandemic

GDP growth in Russia will turn negative under each C19 scenario

## ALCOHOLIC DRINKS

Negative outlook as the government is pushing for more restrictions

Downtrading and lost occasions

Potential growth for e-commerce channel

## APPAREL AND FOOTWEAR

Apparel and footwear market severely hit by COVID-19

Retailers seek new solutions

## BEAUTY AND PERSONAL CARE

COVID-19 pandemic to accelerate growth of hand care products

E-commerce and large-format grocery stores will benefit

## CONSUMER APPLIANCES AND ELECTRONICS

Short-term demand prior to facing another drop

Technological advancements contributing to growth in crisis

## CONSUMER FOODSERVICE

Pandemic forces Russian consumer foodservice in to desperate situation

Foodservice delivery growth will not compensate losses

## CONSUMER HEALTH

Consumer health in Russia remains stable

Vitamins and dietary supplements likely to see sales boost

## HOME CARE AND TISSUE AND HYGIENE

Surface care to lead growth in 2020

Retail tissue benefiting from panic buying in 2020 due to COVID-19

## NON-ALCOHOLIC DRINKS

Retail capitalises on lost horeca and B2B sales, e-commerce on the rise

Hot drinks to see growing demand in 2020

Bottled water is of growing demand for home consumption

## PACKAGED FOOD

Revitalising traditions: rushing for baking and cooking ingredients

Old habits revive easily: trading down for economic options

Time, place and occasion: bringing online shopping up to date

## RETAILING

Short-term grocery increase versus significant decline of non-grocery

Current situation is true disruptor for e-commerce in Russia

## TRAVEL

Domestic tourism starts recovery first

Airlines suffer one of the biggest hits from COVID-19

## VIDEO GAMES

Video games: a driving force of affordable hometainment

E-sports arrive in time to compensate for traditional sports

## CONCLUSION

What changes to expect in 2020 and beyond?

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