Consumer Lifestyles in Russia

December 2021

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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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