

Health and Wellness in Russia

February 2022

Table of Contents

Health and Wellness in Russia

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 1 - Sales of Health and Wellness by Type: Value 2016-2021

Table 2 - Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 3 - Sales of Health and Wellness by Category: Value 2016-2021

Table 4 - Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 5 - Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 6 - Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 7 - NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 8 - LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 9 - Distribution of Health and Wellness by Format: % Value 2016-2021

Table 10 - Distribution of Health and Wellness by Format and Category: % Value 2021

Table 11 - Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 12 - Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 13 - Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 14 - Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 15 - Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 16 - Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Better For You Beverages in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cola remains the main growth driver in BFY reduced sugar soft drinks

Reduced sugar energy drinks continue to proliferate

Reduced caffeine instant coffee falls out of favour, as more consumers switch to fresh ground coffee

PROSPECTS AND OPPORTUNITIES

With a steady stream of new product launches, PepsiCo narrows the gap to Coca-Cola

Consumer interest in reduced sugar beverages will deepen – perhaps with a nudge from the government

Reduced sugar RTD tea has potential for growth

CATEGORY DATA

Table 17 - Sales of BFY Beverages by Category: Value 2016-2021

Table 18 - Sales of BFY Beverages by Category: % Value Growth 2016-2021

Table 19 - NBO Company Shares of BFY Beverages: % Value 2017-2021

Table 20 - LBN Brand Shares of BFY Beverages: % Value 2018-2021

Table 21 - Distribution of BFY Beverages by Format: % Value 2016-2021

Table 22 - Forecast Sales of BFY Beverages by Category: Value 2021-2026

Table 23 - Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026

Better For You Packaged Food in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

With local consumers increasingly health conscious, demand rebounds from the economic shock of the pandemic

Product offer in BFY reduced fat cheese widens

Leaders Mars and Mondelez hit by reduction in impulse purchasing and on-the-go consumption

PROSPECTS AND OPPORTUNITIES

Deepening health consciousness will drive vigorous growth

More frequent snacking will continue to boost demand

With more Russians counting calories, reduced fat cheese will grow in popularity

CATEGORY DATA

Table 24 - Sales of BFY Packaged Food by Category: Value 2016-2021

Table 25 - Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 26 - NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 27 - LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 28 - Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 29 - Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 30 - Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

Fortified/Functional Beverages in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Dominance of FF soft drinks by FF energy drinks deepens

FF bottled water benefits from heightened consumer interest in novelty in the wake of the pandemic

Pandemic restrictions boost demand for FF hot drinks

PROSPECTS AND OPPORTUNITIES

Functional positioning will become more specific

FF energy drinks will remain the main driver of growth, with cheaper domestic brands proliferating

Products like vitamin shots will blur the line between FF beverages and consumer healthcare

CATEGORY DATA

Table 31 - Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 32 - Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 33 - Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 34 - Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2016-2021

Table 35 - Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 36 - Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 37 - Key Functional Ingredients in Fortified/Functional RTD Tea: % Value 2016-2021

Table 38 - NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 39 - LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 40 - Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 41 - Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 42 - Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

Fortified/Functional Packaged Food in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Immunity boosting claims help to support demand for FF yoghurt

Amid a low birth rate and an increase in breast feeding, demand for FF baby food continues to decline

Products offering novelty and convenience find favour with consumers in FF breakfast cereals

PROSPECTS AND OPPORTUNITIES

Deepening consumer interest in health and wellness and economic recovery will support robust growth in demand for FF yoghurt

Increased mobility will drive rebound in demand for FF gum

Protein/energy bars will remain the main driver of growth in FF sweet biscuits, snack bars and fruit snacks

CATEGORY DATA

Table 43 - Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 44 - Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 45 - Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 46 - Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 47 - Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 48 - Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 49 - Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 50 - Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 51 - NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 52 - LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 53 - LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 54 - Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 55 - Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 56 - Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

Free From in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Shift towards plant-based diets boosts demand for free from dairy

Local manufacturers are launching more gluten-free offerings

Local players ranging from start-ups to meat processors launch free from meat products

PROSPECTS AND OPPORTUNITIES

Regulation will bolster consumer confidence in free from meat and dairy

Accelerated unit price growth will weigh on demand growth for free from gluten pasta

New product development in chilled meat and seafood substitutes will help to drive growth in free from meat products

CATEGORY DATA

Table 57 - Sales of Free From by Category: Value 2016-2021

Table 58 - Sales of Free From by Category: % Value Growth 2016-2021

Table 59 - NBO Company Shares of Free From: % Value 2017-2021

Table 60 - LBN Brand Shares of Free From: % Value 2018-2021

Table 61 - Distribution of Free From by Format: % Value 2016-2021

Table 62 - Forecast Sales of Free From by Category: Value 2021-2026

Table 63 - Forecast Sales of Free From by Category: % Value Growth 2021-2026

Naturally Healthy Beverages in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Heightened consumer interest in health and wellness continues to drive growth in demand for NH bottled water
With a widening product offer, fruit/herbal tea continues to gain ground on green tea in NH hot drinks
Growing wariness of sugar pushes consumers towards NH 100% juice

PROSPECTS AND OPPORTUNITIES

New regulations will raise costs for manufacturers of NH bottled water
Products positioned as supporting immune system wellbeing will perform particularly well
NH fruit/herbal tea will appeal to those seeking to reduce their caffeine consumption

CATEGORY DATA

Table 64 - Sales of NH Beverages by Category: Value 2016-2021
Table 65 - Sales of NH Beverages by Category: % Value Growth 2016-2021
Table 66 - NBO Company Shares of NH Beverages: % Value 2017-2021
Table 67 - LBN Brand Shares of NH Beverages: % Value 2018-2021
Table 68 - Distribution of NH Beverages by Format: % Value 2016-2021
Table 69 - Forecast Sales of NH Beverages by Category: Value 2021-2026
Table 70 - Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026

Naturally Healthy Packaged Food in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

With an ageing consumer base, NH sour milk manufacturers struggle to find growth
Manufacturers seek to encourage the use of nuts and seeds in cooking
Revival in sports and physical activity as pandemic threat eases underpins accelerating demand growth for NH fruit and nut bars

PROSPECTS AND OPPORTUNITIES

Manufacturers of sour milk products will launch new flavours and packaging formats in an effort to woo younger consumers
More frequent snacking will support strong growth in demand for NH fruit and nut bars
Government support could help to improve the quality of NH honey

CATEGORY DATA

Table 71 - Sales of NH Packaged Food by Category: Value 2016-2021
Table 72 - Sales of NH Packaged Food by Category: % Value Growth 2016-2021
Table 73 - NBO Company Shares of NH Packaged Food: % Value 2017-2021
Table 74 - LBN Brand Shares of NH Packaged Food: % Value 2018-2021
Table 75 - Distribution of NH Packaged Food by Format: % Value 2016-2021
Table 76 - Forecast Sales of NH Packaged Food by Category: Value 2021-2026
Table 77 - Forecast Sales of NH Packaged Food by Category: % Value Growth 2021-2026

Organic Beverages in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Organic fruit/vegetable juice loses out as local consumers turn away from sugar
Demand for organic hot drinks remains negligible, but the product offer is widening
Regulation could give organic products greater credibility

PROSPECTS AND OPPORTUNITIES

Price sensitivity will remain the main barrier to growth
Spread of organic cultivation will help to make organic beverages more affordable
Government eager to encourage organic cultivation and consumption

CATEGORY DATA

Table 78 - Sales of Organic Beverages by Category: Value 2016-2021

Table 79 - Sales of Organic Beverages by Category: % Value Growth 2016-2021

Table 80 - NBO Company Shares of Organic Beverages: % Value 2017-2021

Table 81 - LBN Brand Shares of Organic Beverages: % Value 2018-2021

Table 82 - Distribution of Organic Beverages by Format: % Value 2016-2021

Table 83 - Forecast Sales of Organic Beverages by Category: Value 2021-2026

Table 84 - Forecast Sales of Organic Beverages by Category: % Value Growth 2021-2026

Organic Packaged Food in Russia

KEY DATA FINDINGS

2021 DEVELOPMENTS

Regulation helps to raise awareness of organic packaged food among local consumers

Relatively high pricing continues to constrain demand

Competitive landscape remains very fragmented

PROSPECTS AND OPPORTUNITIES

The product offer in organic packaged food will continue to widen

Declining birth rate will weigh on demand for organic baby food

Retailers will allocate more shelf space to organic offerings

CATEGORY DATA

Table 85 - Sales of Organic Packaged Food by Category: Value 2016-2021

Table 86 - NBO Company Shares of Organic Packaged Food: % Value 2017-2021

Table 87 - LBN Brand Shares of Organic Packaged Food: % Value 2018-2021

Table 88 - Distribution of Organic Packaged Food by Format: % Value 2016-2021

Table 89 - Forecast Sales of Organic Packaged Food by Category: Value 2021-2026

Table 90 - Forecast Sales of Organic Packaged Food by Category: % Value Growth 2021-2026

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