

PERIODIC REVIEW

# FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET

DEMO VERSION



информационное агентство

information agency

- MAIN RETAIL INDICATORS
- FMCG RETAIL HIGHLIGHTS
- RATING OF FMCG RETAIL COMPANIES

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### Classification of retail facilities by format

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### About the author — INFOLine groups of companies

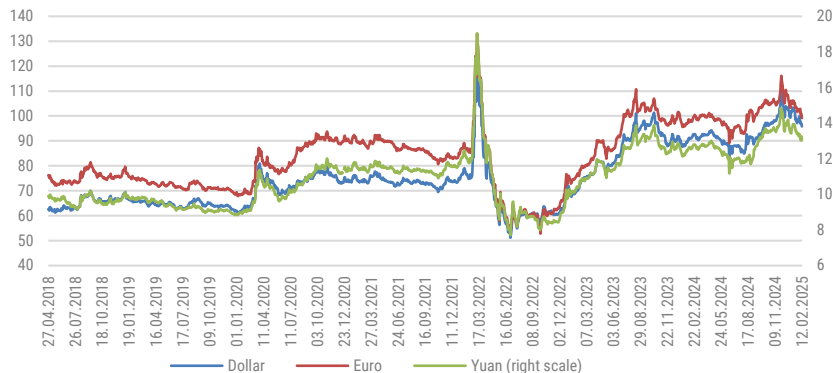
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### 1.3. EXCHANGE RATE AND KEY RATE DYNAMICS

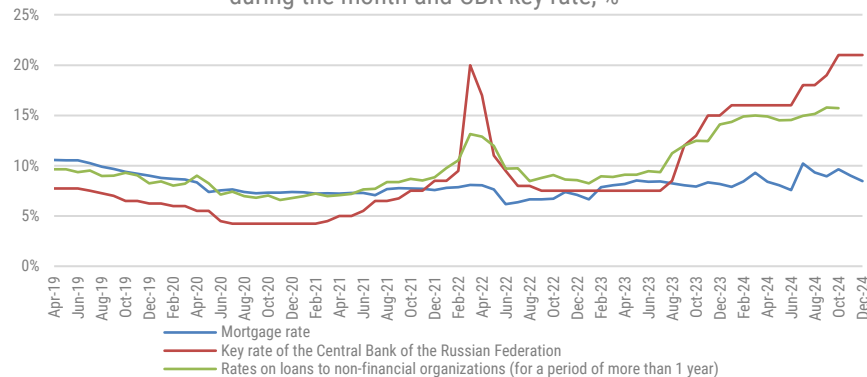
- In Q4 of 2024, the average quarterly dollar exchange rate decreased by \*% by Q3 of 2024 (by \*% by Q4 of 2023) to RUB \*, the euro increased by \*% (\*%) to RUB \*, and the yuan fell by \*% (\*%) to RUB \*. On January 22, 2025, the dollar exchange rate dropped below 100 RUB and continued to remain at about 98 RUB in late January and early February.
- In January 2025, the United States expanded the sanctions list to include companies in the oil and gas, insurance, and financial sectors. This is how Gazprom Neft and its subsidiaries, Ingosstrakh, and AlfaStrakhovanie got on this list. At the same time, on January 7, 2025, the US Treasury extended the permission to pay taxes and fees in the Russian Federation until April 9, 2025.
- On January 9, 2025, the Bank of Russia resumed operations with foreign currency under the budget rule. Operations were discontinued on November 28, 2024.
- On September 6, 2024, the CBR extended restrictions on foreign currency cash withdrawals in the amount of 10 ths USD or EUR until March 9, 2025 (the restrictions have been in effect since March 9, 2022). On September 23, 2024, CBR extended restrictions on the transfer of funds abroad (maximum USD 1 mln per month) until March 31, 2025.

Dynamics of foreign exchange rates to ruble



Source: Central Bank of the Russia

Rates on mortgage loans and loans to non-financial organizations granted in rubles during the month and CBR key rate, %

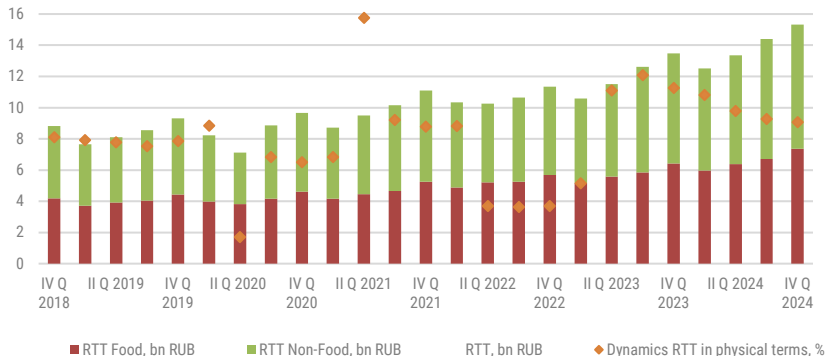


Source: Central Bank of the Russia

## 1.5. RETAIL TRADE TURNOVER

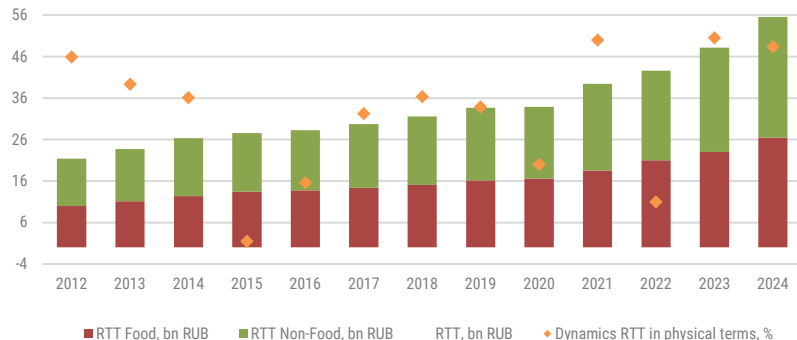
- In Q4 of 2024, the retail trade turnover (RTT) in the mass of commodities increased by \*% to **RUB \* trln** (+\*% in Q3 of 2024), and in monetary terms – \*% (+\*% in Q3 of 2024). The deflator RTT has slightly decreased by \* p.p. to \*% (+\* p.p. compared to the Q4 of 2023). In 2024, the RTT in the mass of commodities increased by \*% to **RUB \* trln**, and in monetary terms – \*%. The deflator RTT has increased by \*p.p. to \*%.
- The turnover of public catering in Q4 of 2024 in the mass of commodities increased by \*% to **RUB \* bn.** (\*% in Q3 of 2024), in monetary terms – by \*% (+\*% in Q2 of 2024), in 2024 in the mass of commodities increased by \*% to **RUB \* trln**, in monetary terms – by \*%. The deflator in Q4 of 2024 increased by \* p.p. by Q3 of 2024 to \*% (+\* p.p. in Q4 of 2023), in 2024 – by \* p.p. to \*%.
- RTT of Non-Food in Q4 of 2024 in the mass of commodities increased by \*% to **RUB \* trln**, in monetary terms – by \*%, deflator decreased by \* p.p. to \*% (\* p.p. in Q3 of 2024). In 2024 RTT of Non-Food in the mass of commodities increased by \*% to **RUB \* trln**, in monetary terms – by \*%, deflator – by \*p.p. to \*%.

Retail trade turnover dynamics, in % year-on-year



Source: FSGS

Retail trade turnover dynamics, %



Source: FSGS

## PART I. RETAIL AND CONSUMER MARKET INDICATORS

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### «FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET»:



GDP dynamics and structure  
Dynamics of key balance of payment indicators

★ Exchange rate and key rate dynamics

Consumer price index

★ Retail trade turnover

Retail turnover by types of goods

Demography and migration

Consumer spending dynamics

Consumer confidence

Household income dynamics

The structure of monetary income and expenses of the population

State of consumer lending and deposits

Deposit volume

Consumer and mortgage loans

In the full version – 14 slides, 28 diagrams

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### 2.1.1. MIGRATION POLICY TIGHTENING



- **In 2024**, there is a sharp decline in the number of foreign citizens residing in Russia: in 2020, the number of foreign citizens registered in Russia exceeded **10 mln**, and in September 2024 this figure was **6.17 mln**. **In 2024**, control over compliance with migration legislation was further tightened and a number of regulations was adopted to strengthen control in this area.
- **On August 8, 2024, Federal Law No. 248-FZ** ([text of the document](#)) to reduce the maximum period of visa-free stay in Russia for foreigners from 180 to 90 days from January 1, 2025. Since February 5, 2025 the law introduces a new migration regime of expulsion for foreigners staying in the country illegally. Such migrants will be entered into the register, and then they will not be able to change their place of residence or stay without the permission of the internal affairs authority, travel outside the region where they live, drive vehicles, get driving licenses, acquire and register property, register marriage, incorporate a business or register as an individual entrepreneur, open a deposit account in a bank and conduct other banking operations. The police have powers to make a decision on administrative expulsion. According to **Federal Law No. 384-FZ** ([text of the document](#)), the commission of a crime by an illegal migrant is now an aggravating circumstance.
- **On October 26, 2024, Federal Law No. 358-FZ** ([text of the document](#)) was signed to combat sham marriages. In particular, it is necessary to be married to a Russian citizen for at least three years in order to obtain a temporary residence permit (TRP) under a simplified procedure.
- **On November 9, 2024, Federal Law No. 383-FZ** ([text of the document](#)) was signed to aggravate the responsibility for organizing illegal migration up to imprisonment for up to 15 years. In addition, **Federal Law No. 387-FZ** ([text of the document](#)) states that the organization of illegal migration is punished by confiscation of money, valuables and property, and fictitious registration of migrants is punishable by imprisonment for 6 years.
- **In 2024**, Russian regions continued to introduce bans on the employment of migrants in certain areas, including taxis, public transport, retail sales including sales of alcohol and tobacco products, public catering, etc. Such restrictions were introduced in the Kaliningrad, Kaluga, Novosibirsk, Tula, Tyumen, and Chelyabinsk regions, etc. **In 2025**, a ban on working in all spheres will enter into force for migrants the Krasnodar Territory.



## PART II. KEY RETAIL EVENTS

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«**FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET**»:



★ Government regulation of retail trade



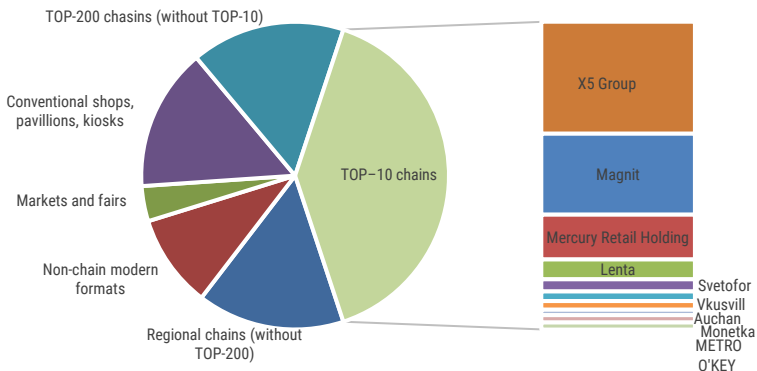
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### 3.5. FOOD RETAIL MARKET STRUCTURE

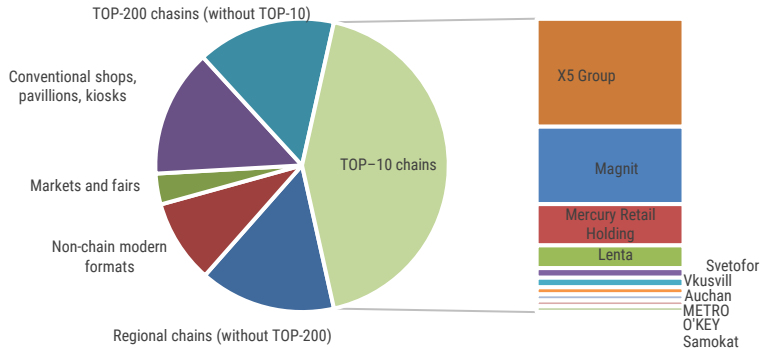
- In 2024, FMCG market consolidation accelerated sharply: in H1 of 2024, the share of the TOP-10 FMCG retailers in the Food retail market increased by \* p.p. to %, with **X5 Group** and **Magnit** strengthening their leading positions (+\* p.p. and +\* p.p.) due to outstripping development in the regions, M&A deals and focus on small formats.
- In H1 of 2024, **Samokat**, the online retailer and e-grocery market leader, entered the TOP-10 by demonstrating the highest sales growth rate among the TOP-10 and increasing its share of the e-grocery market by \* p.p. to %.
- **Lenta** shows strong growth in H1 of 2024 with its share growing by \* p.p. to % due to the effect of consolidation and accelerated development of **Monetka**, as well as price offer adjustment in supermarkets and hypermarkets.
- The share of **Svetofor** decreased by \* p.p. to % in H1 of 2024 due to the migration of customers to **Pyaterochka**, **Magnit**, **Chizhik** and the closure of a number of facilities as part of optimization (the number of **Mayak** stores increased slightly).
- The share of regional chains decreased by % to % amid intensified competition from federal retailers (in terms of prices, personnel, and selling space) and outstripping growth in expenses.

Food retail market structure in Russia in 2023, %



Source: INFOLine calculations (conventional trade does not include retail chains that trade over the counter), Lenta, taking into account the Monetka from October 2, 2023.

Food retail market structure in Russia in H1 of 2024, %



Source: INFOLine calculations (conventional trade includes retail chains that trade over the counter), Magnit, taking into account Sambury, 33.01% of whose shares have been consolidated since January 11, 2024, Lenta, taking into account the Coin



## PART III. FMCG RETAIL INDICATORS

In the full version of the study  
«**FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET**»:



Structure of food retail turnover  
Number and selling space of TOP-200 FMCG chains  
★ Food retail market structure  
Rating of TOP-10 FMCG retailers  
Rating and performance of publicly listed FMCG retail chains

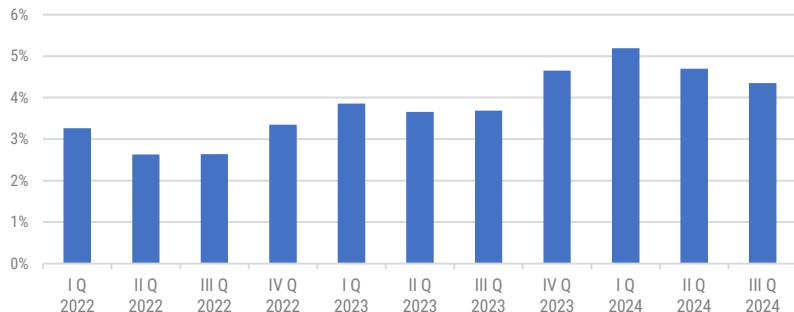
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## 4.1. E-GROCERY MARKET DYNAMICS

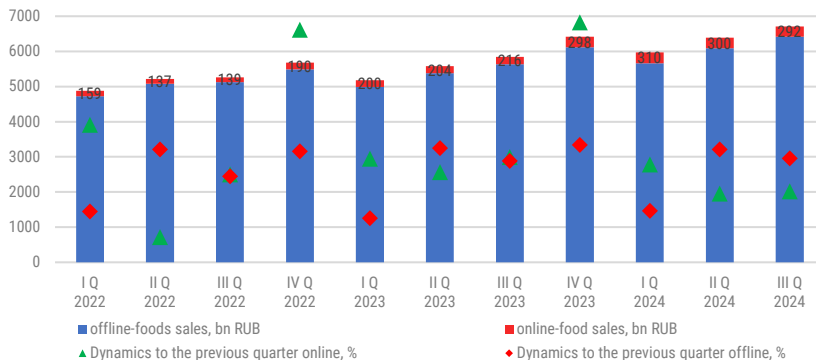
- In 2024, the e-grocery market growth is slowing down: it was \*% in Q1 of 2024, \*% in Q2 of 2024, \*% in Q3 of 2024, and not exceed \*% in Q4 of 2024, according to INFOLine estimates. The main reason for the slowdown is the rising last mile cost and shortage of couriers, as well as rising key rate resulting in the growing cost of capital that caused market players to reduce investment in marketing and online sales development.
- In Q1 of 2024, e-grocery penetration in Food retail turnover reached a local maximum due to the high level of marketing investment by market players, completing omnichannel transformation of consumer behavior, income growth, and reducing free time among Russians.
- In Q4 of 2024, the share of online sales in Food retail turnover grew by \* **p.p.** year-on-year to \*%, but it decreased by \* **p.p.** versus Q2 of 2024 and by \* **p.p.** versus the record level of Q1 of 2024. In addition to the factors described above, the decline in online sales penetration was influenced by consumers' negative perception of the growing price differentiation between online and offline channels among major players.

Share of online sales in Food RTT by quarters



Source: INFOLine estimates

Food RTT dynamics in online and offline channels by quarters

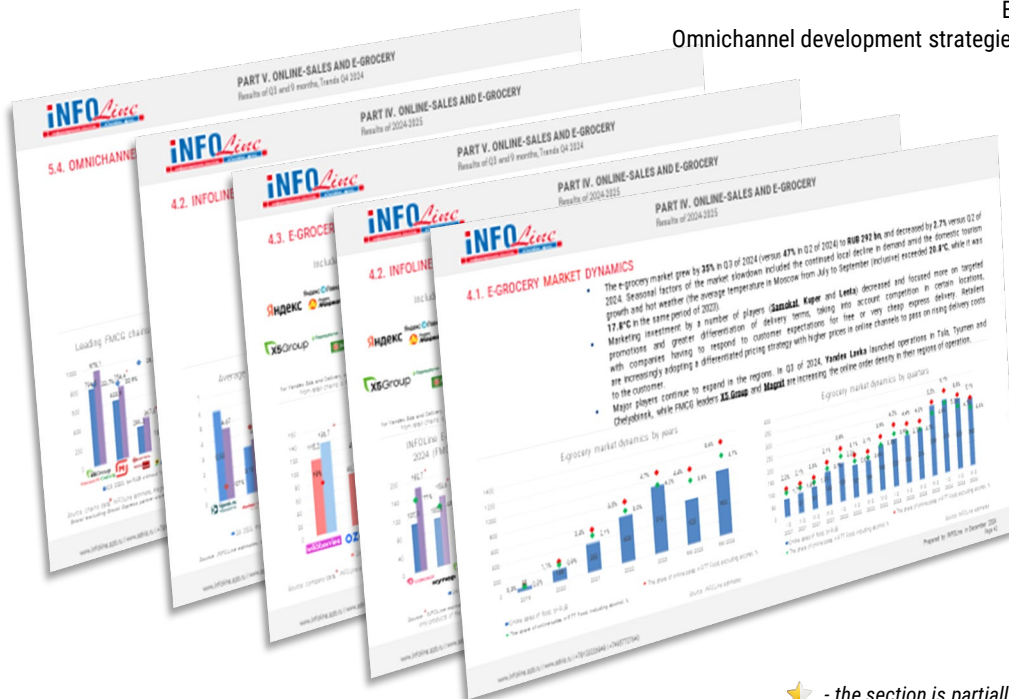


Source: INFOLine estimates

## PART IV. ONLINE AND E-GROCERY

In the full version of the study

«**FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET**»:



★ E-grocery market dynamics

INFOLine E-grocery Russia Top Rating

E-grocery market structure

Omnichannel development strategies of leading FMCG chains

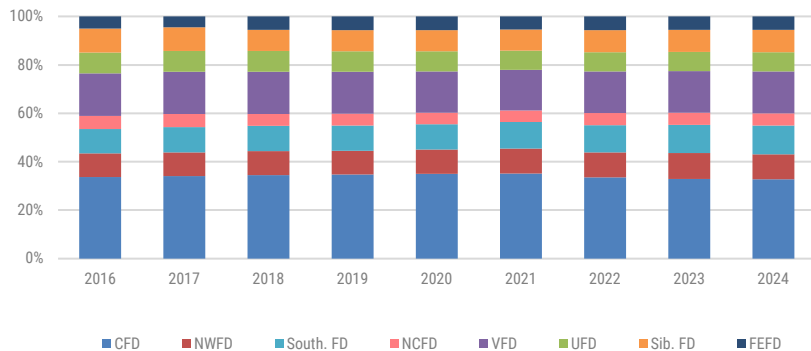
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## 5.1. REGIONAL STRUCTURE OF THE RTT

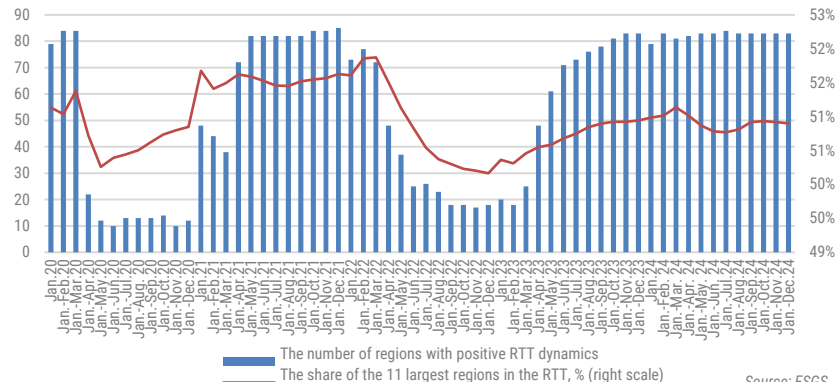
- In 2024, 11 largest regions accounted for just over \*% of RTT (an increase of \* p.p. compared to 2023).
- In 2024, an increase in the share in the RTT was demonstrated by the Southern FD – by \* p.p., the Volga FD – by \* p.p., the Urals FD – by \* p.p. and the Siberian FD – by \* p.p. The share of the Central FD decreased by \* p.p. (the share of Moscow – by \* p.p., and the Moscow region increased by \* p.p.), North-Western FD – by \* p.p. (with the share of St. Petersburg falling by \* p.p.) and the Far Eastern FD – by \* p.p. The share of the North Caucasian FD has not changed.
- The most dynamic growth in 2024 among large regions (the share in the RTT is more than 1%) was demonstrated by: the Chelyabinsk Region (\*% in physical terms and \*% in monetary), the Republic of Bashkortostan (\*% in physical and \*% in monetary), the Novosibirsk Region (\*% in physical and \*% in monetary), the Rostov Region (\*% in physical and \*% in monetary), and Irkutsk Region (\*% in physical and \*% in monetary).
- In 2024, the number of regions that showed an increase in RTT in physical terms was \* (\* in 2023), the reduction was in Sevastopol and NAA.

RTT structure by federal districts of the Russian Federation, %



Source: FSGS

The number of regions with positive dynamics of RTT in physical terms compared to the same period of the previous year

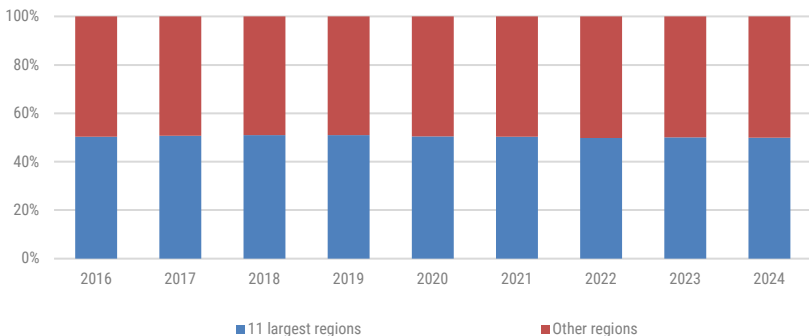


Source: FSGS

## 5.2. REGIONAL STRUCTURE OF THE RTT FOOD

- In 2024, 11 largest regions accounted for \*% of food retail trade turnover. Compared to 2023, their share increased by \* **p.p.**. The share of the Moscow region decreased by \* **p.p.**, including Moscow – by \* **p.p.**, and the Moscow region increased by \* **p.p.**.
- St. Petersburg also demonstrated a decrease in share in RTT Food – by \* **p.p.**, Republic of Tatarstan – by \* **p.p.**, Samara Region – by \* **p.p.** and Sverdlovsk Region – by \* **p.p.**.
- The growth of the share of food retail trade turnover was demonstrated by the Krasnodar Territory – by \* **p.p.**, the Rostov Region – by \* **p.p.**, Republic of Bashkortostan – by \* **p.p.**, the Tyumen Region – by \* **p.p.** and the Nizhny Novgorod Region – by \* **p.p.**.
- In Q4 of 2024, the 11 largest regions accounted for \* % of food retail trade turnover (-\* **p.p.** by Q4 of 2023). The share of the Moscow region decreased by \* **p.p.**, including Moscow – by \* **p.p.**, and the share of the Moscow region increased by \* **p.p.**. Also, the reduction in the share of RTT Food was demonstrated by St. Petersburg – by \* **p.p.**, Republic of Tatarstan – by \* **p.p.**, Samara and Nizhny Novgorod regions – by \* **p.p.**, Sverdlovsk and Tyumen regions – by \* **p.p.**.

Shares of Russian regions in RTT Food, %



Source: FSGS

Dynamics of the shares of the 11 largest regions of Russia in the RTT Food, %



Source: FSGS

In the full version of the study  
**«FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET»:**

ANALYSIS OF THE RUSSIAN MARKET FOR FOOD RETAIL

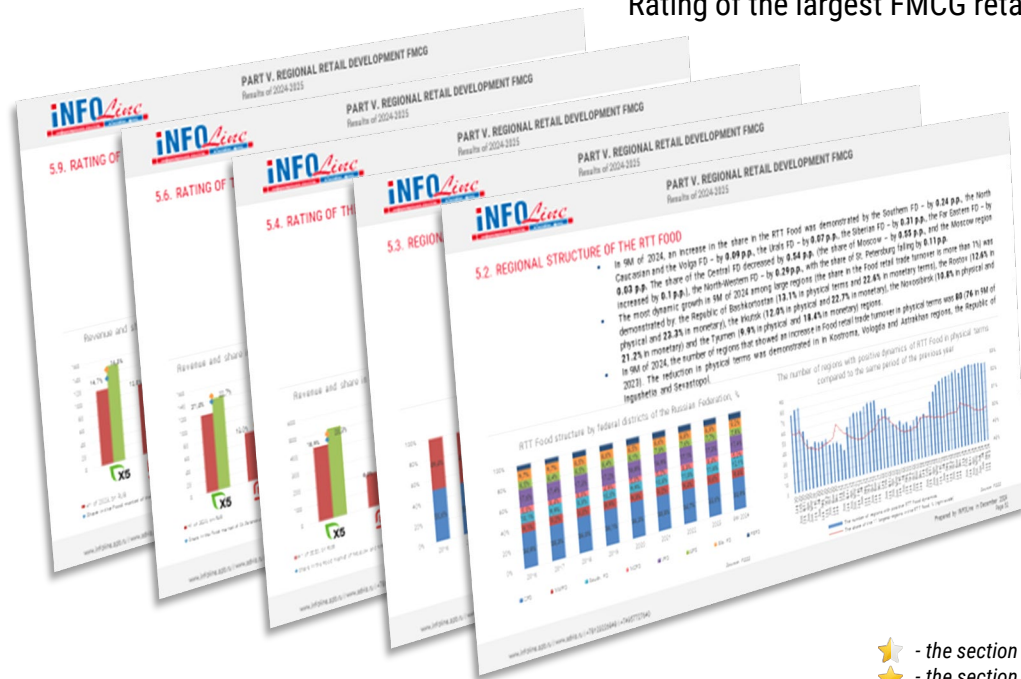
PERIODIC REVIEW

# FOOD RETAIL AND THE RUSSIAN CONSUMER MARKET

Results of 2024-2025

**INFOline**  
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- MARKET ANALYSIS
- RETAIL SECTOR ANALYSIS
- KEY TRENDS AND OUTLOOK



## ★ Regional structure of the RTT

★ Regional structure of the RTT Food and Non-Food  
Rating of the largest FMCG retail chains for federal district

In the full version – 13 slides, 26 diagrams

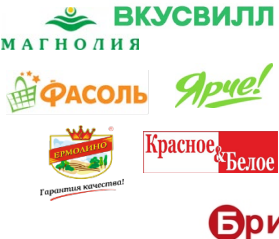
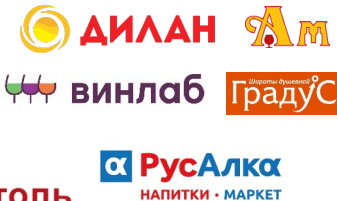
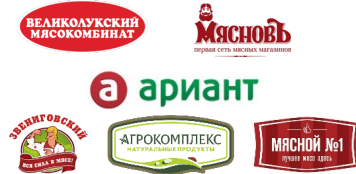
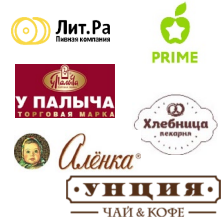
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## CLASSIFICATION OF RETAIL FACILITIES BY FORMAT

Format	Hypermarket	Supermarket	Soft discounter	Hard discounter
Some representatives of the format	   	  	   	    
Retail space, sq. m	From 2500	From 500 to 2500	From 300 to 1500	From 250 to 2500
Price level	Low, Medium	Medium+	Low	Low
Assortment, units	20-60 ths	5-30 ths	2-9 ths	0,5-5 ths
Share of Non-Food in assortment, %	15-40%	10-25%	<15%	<15%
Logistics features	Storage of goods in trading floors (storage shelves) or storage premises	-	The level of centralization of supplies is more than 80%	In common the storage of goods directly in the trading floors

## CLASSIFICATION OF RETAIL FACILITIES BY FORMAT

Format	Convenience store			
	Universal	Alcohol	Specialized	Other (beer, cooking, bread and confectionery)
Specialization				
Some representatives of the format				
Retail space, sq. m	From 50 to 250 (350)	From 50 to 250	From 30 to 200	From 30 to 150
Price level	Low, Medium, Medium +	Low, Medium, Medium +	Medium, Medium +	Low, Medium
Assortment, units	0,6-13 ths	1,5-16 ths	0,3-2 ths	0,1-3,5 ths
Share of Non-Food in assortment, %	<10%	<1%	<1%	<1%

## LIST OF SOURCES

- FSSS of the Russian Federation. Information about the socio-economic situation of Russia // (Report).
- The Central Bank of the Russian Federation. Statistical Bulletin of the Bank of Russia N12
- The Central Bank of the Russian Federation. The Bank of Russia's medium-term forecast.
- The Central Bank of the Russian Federation. Summary of the key rate discussion.
- The Central Bank of the Russian Federation. Inflation expectations and consumer sentiment // (Report).
- The Ministry of Economic Development of the Russian Federation. About the current situation in the Russian economy.
- Financial statements and annual reports of international and domestic companies in accordance with IFRS.
- Results of industry forums and conferences on retail and consumer market.
- Reports, instructions and other documents of the President, the Government of the Russian Federation, industry departments and associations.
- INFOLine. Survey, survey and interviewing of 200 FMCG retail chains
- INFOLine. Monitoring of FMCG retail facility openings and closures // (Registry).
- INFOLine. Quarterly review "INFOLine E-grocery Russia TOP Rating"
- INFOLine. The state of the consumer market of the Russian Federation and the Rating of FMCG retail chains of the Russian Federation // (Review).
- INFOLine. Retail Food and the Consumer market
- INFOLine. Food retail and FMCG retail chains of the Russian Federation // (Thematic news).
- INFOLine. Quarterly review of the Russian Construction Industry: housing, civil, infrastructure construction
- Survey and research data InFOM, Romir, SberData, Evotor, EMISS, SimilarWeb and etc.

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## ABOUT THE AUTHOR – INFOLINE GROUP OF COMPANIES




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