

Variety Value Retail Market¹

Fix Price, the largest modern retail player in the VVR channel, opened its first store in Russia in 2007. Since then, the market has grown considerably, but its size is still remarkably smaller than in other countries where the VVR format is also widely-spread.

The landscape of the VVR segment of the retail market has changed significantly over the years, with various specialist players entering and then leaving the market. In the recent years, the majority of VVR specialist players has ceased operations in Russia.

In 2022, the VVR market accounted for 0.8% of the total retail market in Russia that speaks of an outstanding significant potential for further growth.

218 mln+

population in Russia and other core countries of operation²

70%

of Russian population are immediate target customers³

251 mln+

population in the CIS and neighbouring countries⁴

72%

of customers are sensitive to prices⁵



¹ All figures in this section are based on INFOLine data unless otherwise noted

² World Bank as of 2021, including Fix Price's current countries of operation: Russia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Latvia and Uzbekistan

³ Referring to population earning USD 640 or less, Rosstat as of 2022, converted at 31 December 2022 exchange rate of 70.34 (USD/RUB)

⁴ World Bank as of 2021; includes the CIS countries (Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan and Uzbekistan), Georgia and Latvia

⁵ According to customer survey by NielsenIQ: FMCG market 2022 main trends

Fix Price is the market leader in the Russian variety value retail

Company	Number of stores, end of period		Market share ¹		Year of market entry / exit
	2017	2022	2019	2022	
	2,477	5,098²	89.4%	89.6%	2007
	181	508²	8.9%	10.4%	2009
 	116				2013 / 2021
	22				2010 / 2019
	27		Closed		2015 / 2018
	50				2012 / 2018

¹ Based on sales, including VAT

² Number of Fix Price and Galamart stores in Russia

³ Home market and Zaodno merged before exiting the business