

INDUSTRY REVIEW

Russian consumer market and FMCG retail chains rating

Demo version

September 2019

- Retail business statistics in Russia and regions
- Retail indicators in Russia
- Review of retail market of Russia in 2018 and September 2019
- Rating of FMCG retailers by stores number, selling space in September 2019, net sales in 2014-2018
- Dynamics of development and key events of the TOP-200 FMCG chains

Агентство INFOline занимается разработкой и реализацией информационных и аналитических продуктов, консультированием и поддержкой деловых форумов и мероприятий в сфере строительства и инвестиций, ритейла и потребительского рынка, топливно-энергетического комплекса, транспорта, машиностроения и др. На постоянной основе мы оказываем поддержку более 3000 компаний России и мира. В соответствии с правилами ассоциации ESOMAR все продукты агентства INFOline сертифицируются по общеевропейским стандартам.

Contents

About Russian consumer market and FMCG retail chains rating	3
Rating of FMCG retail chains of Russia.....	5
<i>TOP 200 FMCG chains performance</i>	<i>5</i>
<i>Rating of Russia's FMCG retail chains by number of outlets.....</i>	<i>11</i>
<i>Rating of Russia's FMCG retail chains by retail space volume.....</i>	<i>13</i>
<i>Rating of Russia's FMCG retail chains by revenue</i>	<i>16</i>
Financial performance of the largest FMCG chains in 2019	16
Financial indicators of the largest FMCG retail chains in 2014-2018.....	20
<i>TOP 200 FMCG retail chains development.....</i>	<i>22</i>
Performance for 2014-2018.....	22
Performance for H1 2019.....	25
Section I. Retail trends and development in Russia.....	28
<i>Macroeconomic retail trade indicators</i>	<i>28</i>
<i>Main indicators of retail development</i>	<i>31</i>
<i>Government regulation of retailing</i>	<i>31</i>
<i>Structure of retail turnover by the category of products.....</i>	<i>42</i>
<i>Structure of retail turnover by the category of retailer.....</i>	<i>45</i>
<i>Regional structure of retail turnover</i>	<i>47</i>
<i>Food market inflation.....</i>	<i>49</i>
<i>Consumer incomes and expenditures.....</i>	<i>51</i>
<i>Banking sector, personal loans & deposits over time</i>	<i>55</i>
<i>Consumer expectations and confidence index</i>	<i>58</i>
Section II. Key events for FMCG retail in Russia	60
<i>Roskachestvo activities</i>	<i>60</i>
<i>Events in the e-commerce and FMCG delivery.....</i>	<i>61</i>
<i>The most important events, capable to influence FMCG retail of Russia.....</i>	<i>63</i>
<i>Activity of INFOLine.....</i>	<i>64</i>
Yandex Big Retail conference.....	64
Yandex Conference for Foodtech and FMCG retailers	67
INFOLine took part in the development of the Russian trade development strategy until 2025.	67
Author's column by M. Burmistrov called "Two Big Retailers: Online vs Offline"	69
Section III. Key events and plans of major FMCG chains.....	71
<i>X5 Retail Group N.V.(TH Perekrestok, JSC) / Pyaterochka, Perekrestok, Karusel</i>	<i>71</i>
X5 Retail Group N. V. / Pyaterochka	78
X5 Retail Group N.V. (TH Perekrestok, JSC) / Perekrestok	84
X5 Retail Group N.V. (TH Perekrestok, JSC) / Karusel	93
5POST (IKS 5 OMNI, LLC).....	96
<i>Magnit, PC / Magnit, Magnit Family, Magnit Cosmetic, Magnit Apteka</i>	<i>98</i>
Magnit, PJSC / Magnit, Magnit Family.....	98
Magnit, PJSC / Magnit Cosmetic, Magnit Apteka.....	112
<i>DKBR Mega Retail Group Limited / Krasnoe&Beloe, Krasnoe&Beloe plus, Bristol, Bristol Express, Sem pyatnits, Smart-express, DIXY, Megamart, Minimart, Victoria-kvartal, Victoria, Cash.....</i>	<i>114</i>
Krasnoe&Beloe, GC / Krasnoe&Beloe, Krasnoe&Beloe plus	115
Megapolis, GK (DIXY, JSC, DIXY Yug, JSC, Victoria Baltiya, LLC) / DIXY, Megamart, Minimart, Victoria-kvartal, Victoria, Cash.....	117
Megapolis, GK (Albion-2002, LLC) / Bristol, Bristol Express, Sem pyatnits, Smart-express	121
<i>Severgroup, LLC / Lenta, Utikonos.....</i>	<i>123</i>
Lenta, LLC / Lenta.....	123
Novy Impuls – 50, LLC / Utikonos.....	130
<i>Auchan Retail Russia / Auchan, Auchan-City, Nasha Raduga, Kazhdy Den, Kazhdy den.Hypermarket, Atak, V shage ot Vas, Auchan Supermarket, Moy Auchan.....</i>	<i>133</i>
<i>Metro AG / METRO, METRO Punct, real,-.....</i>	<i>139</i>
METRO Cash&Carry, LLC / METRO, METRO Punct.....	139
METRO Cash&Carry, LLC / Fasol, Fasol-express	144
<i>O'KEY, GK / O'KEY, O'KEY-Express, DA!</i>	<i>146</i>
O'KEY, LLC / O'KEY, O'KEY-Express	146
Fresh Market LLC / DA! retail chain	150
<i>Hyperglobus LLC / Globus retail chain.....</i>	<i>151</i>
Appendix 1. Classification of FMCG retail chains outlets used by INFOLINE.....	155
About INFOLine products.....	157

About Russian consumer market and FMCG retail chains rating

The industry review contains structured information about Russian retail market in the accounting period (**September, 2019**), operational, financial and investment activity, as well as **rating of major FMCG retail chains in Russia**.

Objective: analysis of trends in retailing and in the consumer market, structured description, comparative analysis, monitoring of investments and organic growth dynamics, ranking of operational and financial indicators of more than 200 major FMCG chains in Russia.

Key market figures: the capacity of the retail market in Russia for H1 2019 has increased by *% in comparable prices (by *% in monetary terms) to * trillion rub. (including VAT), food-products retail market turnover in comparable prices increased by *% (by *% in monetary terms). As of June 30, 2019, the number of stores belonging to TOP 200 retailers FMCG amounted to more than * thousand, including * hypermarkets, about * thousand supermarkets, about * thousand discounters and more than * thousand convenience stores. Total selling space of the TOP 200 chains amounted to about * million sq. m, including hypermarkets – about * million sq. m, supermarkets – about * million sq. m, discounters – about * million sq. m and convenience stores – more than * million sq. m.

Relevancy: In 2018 the retail trade turnover in the Russian Federation in physical terms increased by 2.6%, and sales of food products (including beverages) and tobacco products increased by 1.7%. The 200 largest retail chains FMCG (including specialized chains and shops at gas stations) described in the survey form more than 45% of the retail turnover of food products in Russia, and the share of the top 10 FMCG largest retail chains – 30,8%.

Research use: benchmarking, analysis of competitors and partners, marketing and strategic planning, searching for customers and partners, preparation for negotiations with retail chains.

Time framework: Dynamics from 2011 (market capacity and dynamics) and 2014 (operational and financial indicators of largest FMCG chains), the rating on revenue and operating performance at the results of 2018, tendency of development in 2019 and forecast for 2019-2024 (retail market capacity and dynamics, consumer incomes, strategy and plans of the largest FMCG chains).

Research preferences: Monthly analysis and structured description of the consumer market. Most important events in food retail, including governmental regulation (new legislative acts and initiatives). Monthly monitoring of more than 200 largest FMCG chains (corporate events, operational, financial and investment activity).

Terms of sending the review: 14-16th working day of the month following the reporting (Russian version), 14-16th working day of the month following the reporting (English version).

Formats described in the review: the review includes a description of such formats of retail trade as the formats hypermarket, supermarket, discounter, convenience store, which includes both universal and specialized chains (alcohol, meat, milk, etc.). The classification of modern trade objects is presented in **Appendix 1**.

Research methods and data sources

- regular monthly expert interviews and interviews with representatives of more than 200 FMCG retail chains in Russia;
- questioning of more than 100 FMCG retail chains, monitoring and analysis of operational and financial indicators of more than **"700 FMCG retail chains"**;
- Researches **"Retail trade Food and consumer market in Russia. Results of 2018. Prospects for development in 2019"** (available in Russian and English).
- Researches **"Retail Trade Non-Food and Consumer Market in Russia. Preliminary results of 2018. Prospects for development in 2019"** (available in Russian and English).
- Research **"INFOLine Retail Russia TOP 100. Results of 2018. Trends of 2019. Forecast till 20201"** (**standard** and **extended** versions).
- Research **"Foodtech: online trading and delivery services. Rating of INFOLine Russia TOP online food retail. Results of 2018"** (annual subscription for the year 2019 available)
- monthly update of the unique database "1000 hypermarkets FMCG of Russia", which is carried out as part of the preparation of the Research **"The market of hypermarkets FMCG RF"** (**standard** and **extended versions**);
- monitoring of the status of the retail real estate market, the implementation of investment projects, the introduction of retail properties: **"Shopping centers and hypermarkets FMCG and DIY of Russia. Projects of 2018-2021"**,

- Monitoring of more than 2,000 media outlets and identification of key events in the retail market FMCG, which INFOLine has been carrying out since 2002 as part of the service "**Thematic news: Food retail and FMCG RF retail chains**", "**Thematic news: Food industry and food market RF**" and "**Thematic news: Retail trade of the Russian Federation**".

Russian consumer market and FMCG retail chains rating consists of the following sections:

- **Rating of FMCG retail chains of Russia.** Operational results of 200 largest FMCG chains by formats: stores number and selling space dynamics (hypermarket, supermarket, discounter, convenience store). The most significant stores opening and closing. Ratings by number, selling space, revenue of TOP FMCG chains in Russia (with over RUB 10.8 bn in revenue), selling space growth structure and dynamics by chains and formats.
- **Section I. Retail trends and development in Russia.** Macroeconomic retail: turnover and money supply dynamics, turnover forecast. Leading indicator of retail development. Governmental regulation of retail. Structure of retail turnover by businesses types. Regional structure of retail turnover. Food market inflation. Incomes and expenditures of population. Monetary policy. Consumer expectations and confidence of population
- **Section II. Key events for FMCG retail in Russia.** Important events for FMCG retailers in Russia. Expert assessment of the Russian market by INFOLine's specialists. Case – operational and analytical information on vital questions.
- **Section III. Key events and plans of major FMCG chains.** Current information on largest FMCG retail chains in Russia: strategy and plans, results and forecasts, investments, stores opening and closing, stores opening in 2019-2020, new formats development, M&A, resignations and appointments, logistics, private label, interaction with consumers and suppliers, corporative events, top management and contact information.
- **Appendix 1. Classification of retail objects (modern formats) used by INFOLine**

The principle objective of the Rating of FMCG Retail Chains in Russia survey is to meet the demand for immediate, statistical and analytical information regarding the Russian retail market and FMCG chains for the above mentioned specialists. To be able to receive the forthcoming issues of the research, please, forward **your request** to INFOLine, E-mail: mail@advis.ru or by fax + 7 495 772 76 40 and +7 812 322 68 48 and **conclude a contract** for our information services.

Information about INFOLine agency

INFOLine information agency was established in 1999, its aim was to render information and advisory services



to commercial organizations. The agency renders permanent information support to more than 1000 companies in Russia and world-wide. On daily basis INFOLine monitors publications in more than 5 000 MSM and carries out analytical research according to 80 subjects of RF economy. Since 2003 INFOLine has been conducting various desk researches of the markets both on the customer's request and on the Agency's own initiative. When working on

a market research, the Agency's analysts make extensive use of their unique data support and their years-long experience of operating various data flows.

The research reports and surveys of INFOLine are used in their activities by the **largest FMCG retailers** (X5 Retail Group, Magnit, Auchan, Metro Cash&Carry, Lenta, O'KEY, DIXY, Globus, Azbuka Vkusa), **producers** (Procter&Gamble, Coca-Cola, Pepsi, SABMiller, Fazer, Mars, KraftHeinz, Colgate-Palmolive, United Confectioners), **distributors** (Megapolis GC), **financial** (Sberbank, VTB, etc.) and **service** companies (GC Servis-plus, Wincor-Nixdorf).

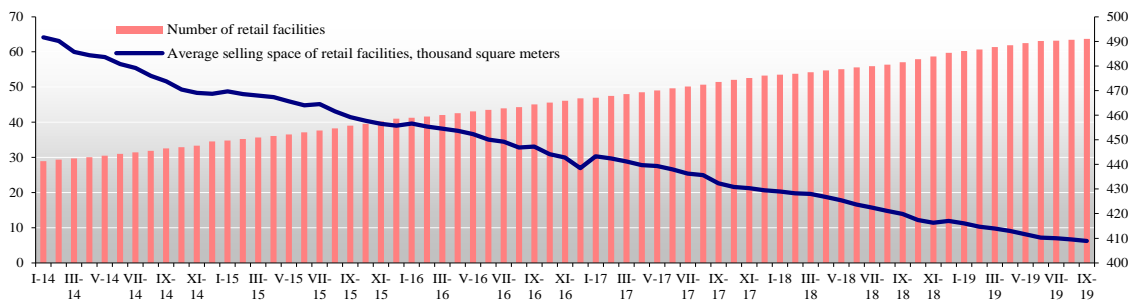
For additional information you are welcome to visit our sites at www.infoline.spb.ru and www.advis.ru

Rating of FMCG retail chains of Russia¹

TOP 200 FMCG chains performance²

Over **September 2019**, the number of stores belonging to TOP 200 FMCG retailers (excluding Magnit, X5 Retail Group, Dixy retail chains openings in July-September 2019) increased by * while selling space – by * thousand sq. m. Over **January-September 2019**, the number of stores belonging to TOP 200 FMCG retailers increased by *, while selling space – by * thousand sq. m.

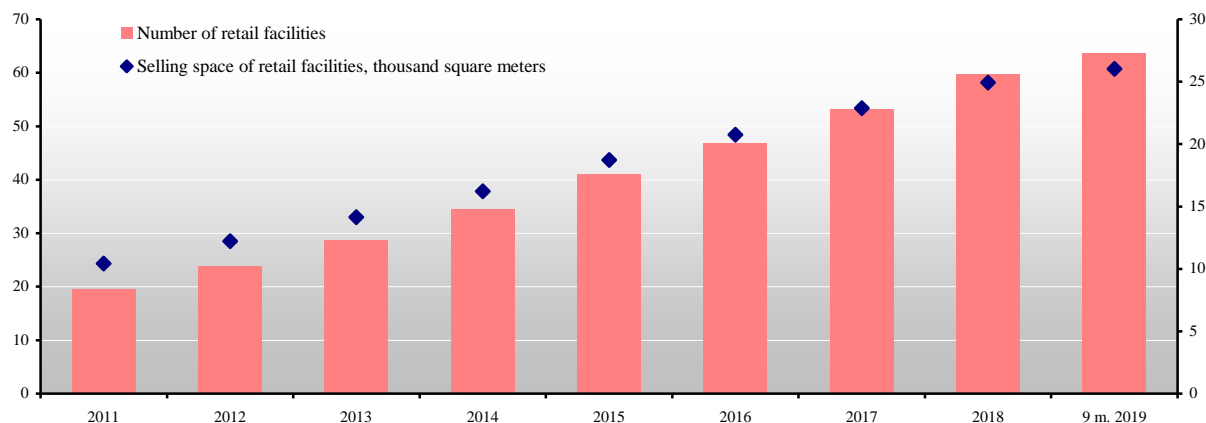
Figure 1. Dynamics of number of stores and their selling space of 200 largest retailers of Russia in 2014-2019 (at the end of the period)



Data source: INFOLine

As of **September 31, 2019**, the total number of TOP 200 FMCG retailers stores was * while their total selling space was more than * million sq. m.

Figure 2. Dynamics of number of stores and their selling space of 200 largest retailers of Russia in 2011-2019 (at the end of the period)



Data source: INFOLine

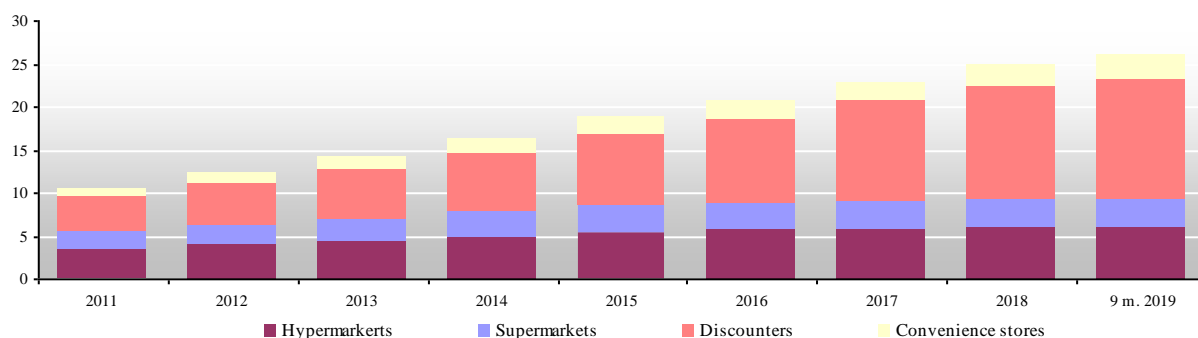
In 2019, the number of objects and retail space in the formats supermarket and hypermarket continued to reduce. Retailers open hypermarkets with reduced space (e.g., Globus, O'KEY), carry out a reformatting (X5 Retail Group rebranded a number of Karusel hypermarkets to the Perekrestok in "large supermarket" format). <...>

¹ The classification of modern trade objects is presented in [Appendix 1](#).

² Data was corrected according to the August 2019. Here in after the data for X5 Retail Group, Magnit and DIXY is presented as it was available at the date of this survey's preparation: Magnit-31 March 2019, X5 Retail Group-31 March 2019. Drogerie store chain Magnit Cosmetic and Magnit Apteka chain are not included.

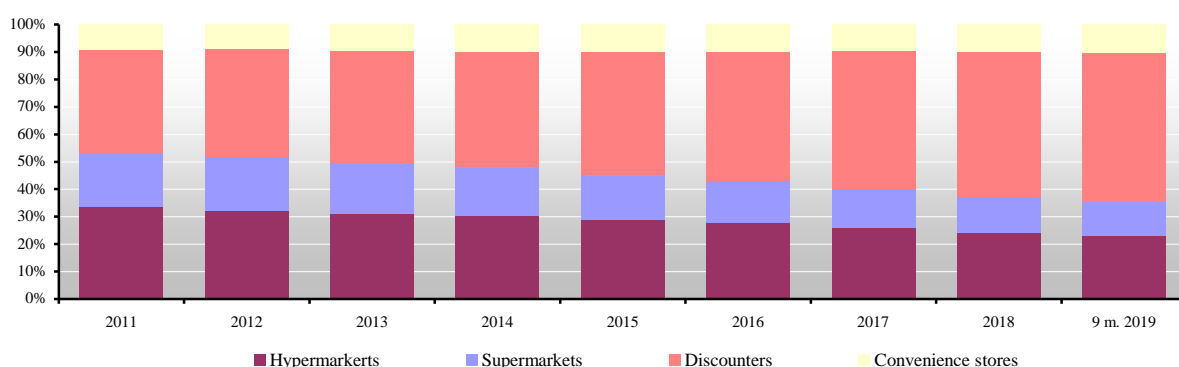


Figure 3. The structure of selling space of 200 largest retailers of Russia by formats in 2011-2019, thousand sq. m.³



Data source: INFOLine

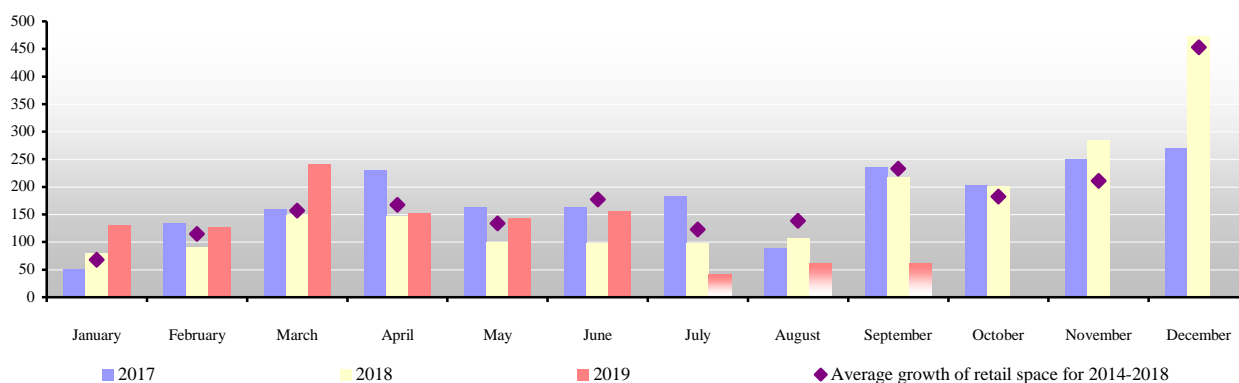
Figure 4. The structure of selling space of 200 largest retailers of Russia by formats in 2011-2019, %⁴



Data source: INFOLine

The share of hypermarkets and supermarkets in the structure of selling space continues to decline due to difficulties of retailers operating in large formats, because competition from discounters and specialized chains (for food products) and online retailers (for non-food products) is increasing.

Figure 5. The net selling space dynamics of 200 largest retailers of Russia in 2017-2019 by months (data on public companies X5 Retail Group, Magnit, DIXY Group are presented on June 30, 2019 and updated quarterly), thousand sq. m.⁵



Data source: INFOLine

³ Data on public companies are provided quarterly, according to company policy. Data for September 2019 do not include data on openings of X5 Retail Group, Magnit, DIXY Group.

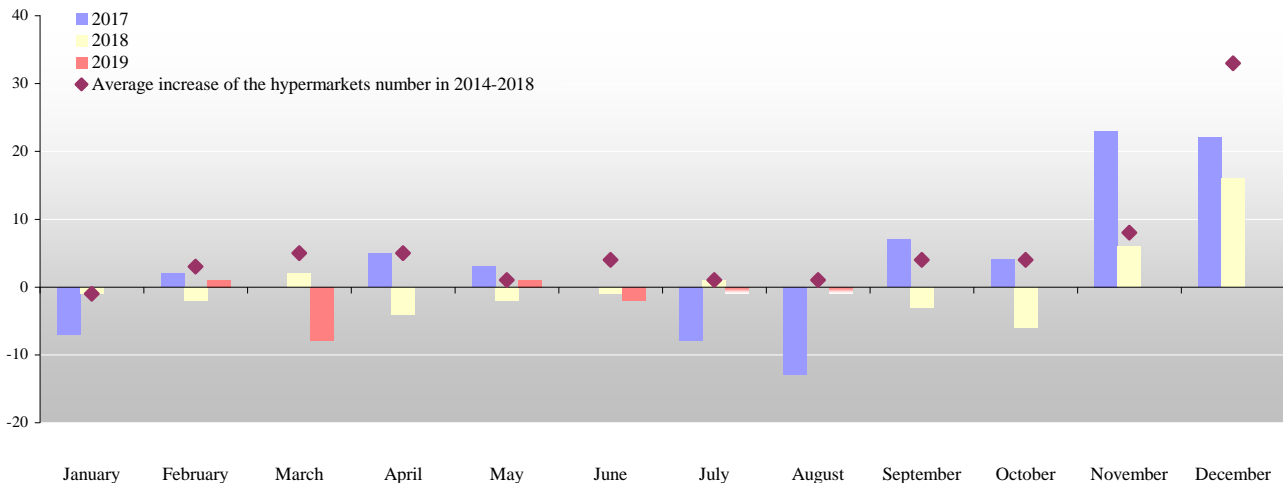
⁴ Data on public companies are provided quarterly, according to company policy. Data for September 2019 do not include data on openings of X5 Retail Group, Magnit, DIXY Group.

⁵ Data on public companies are provided quarterly, according to company policy. Data for July-August 2019 do not include data on openings of X5 Retail Group, Magnit, DIXY Group.

Hypermarket Format Development⁶

In **September 2019** the number of hypermarkets belonging to TOP 200 FMCG retailers (excluding changes in Magnit, Megamart, Karusel) did not change, while selling space decreased by * thousand sq. m. In **January-September 2019** the number of hypermarkets belonging to TOP 200 FMCG retailers decreased by *, while selling space – by * thousand sq. m

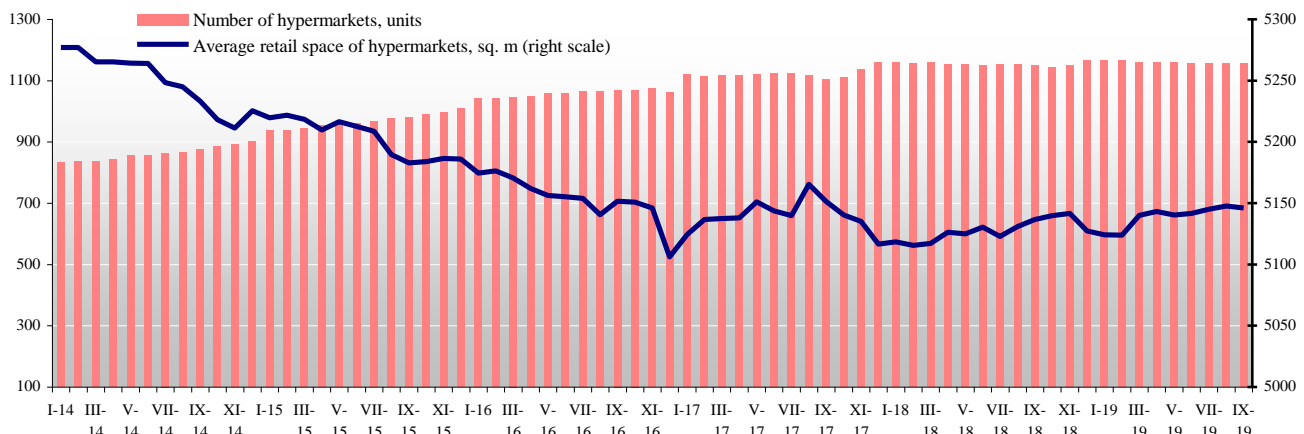
Figure 6. Dynamics of hypermarkets number of 200 largest retailers of Russia in 2017-2019 on monthly basis, number of outlets (data on public companies X5 Retail Group, Magnit, DIXY Group are presented on June 30, 2019 and updated quarterly)⁷



Data source: INFOLine

In **September 2019**, the following hypermarkets were opened: Lenta hypermarket in Moscow, Remi hypermarket (Altair Plus, LLC etc.) and in the Primorsky Territory (Artem) <...>

Figure 7. Dynamics of number and retail space of hypermarkets of 200 largest retailers of Russia in 2014-2019 (at the end of the period)



Data source: INFOLine

The total number of hypermarkets of TOP 200 FMCG retailers as of **September 30, 2019** – * with total retail space about * million sq. m.

⁶ The classification of modern trade objects is presented in [Appendix 1](#). According to the Magnit’s policy since Q3 2018 all large format stores of the company in publications are represented as the supermarket format, but INFOLine preserves the hypermarket and supermarket frameworks for representativeness of the data.

⁷ Data on public companies are provided quarterly, according to company policy. Data for July-August 2019 do not include data on openings of X5 Retail Group, Magnit, DIXY Group.



Supermarket Format Development⁸

Over **September 2019**, the number of supermarkets belonging to TOP 200 FMCG retailers (excluding Perekrestok, Magnit Family, Magnit OPT, Victoria, Minimart retail chains in July-September 2019) increased by *, while total selling space – by *thousand sq. m.

***** DEMO VERSION*****

Research (full version) also includes the description of development of supermarket format, discounter⁹ format and convenience store format

The section was supplemented by the retail space structure by formats of the 200 largest retailers in Russia, the charts were supplemented by the dynamics of the average retail space by formats and the average growth of objects over the past 5 years

***** DEMO VERSION*****

⁸ The classification of modern trade objects is presented in [Appendix 1](#).

⁹ As it has come to be generally accepted by the international retailers the format of discounter should meet the "one commodity - one demand" rule. But it is important to emphasize that in Russia the discounter format, as such, is non-existent. At the same time the specialists of INFOLine would like to distinguish two subformats of the convenience store format: soft discounters, for the formats of the number of the largest Russian players, such as Pyaterochka, Dixy, Magnit, Monетка, Maria-Ra, Narodnaya 7Ya, Verniy, Lider Ekonomii, Holdi, Polushka, Avoska, Molniya-Express, Grozd, Bayram, Aniks, Bravo, Pokupay-ka, Universam Udachnykh Pokupok, Proletarskiy, Pokupochka, etc. and convenience stores of small regional retailers.

Rating of Russia's FMCG retail chains by number of outlets

INFOLine **monthly** collects information regarding stores number about 200 major FMCG retailers

Expansion dynamics by number of stores

The table shows data as of the end of 2015-2018 and as of the end of September 2019. Dynamics of stores number is given for the reporting month and for the period from the beginning of 2019. The dynamics of number of stores belonging to the largest retailers in 2015-2019 is given in the table below.

Table 1. Number of stores of the largest¹⁰ FMCG chains in 2015-2019

Legal name	Brand	Main formats ¹¹	Number of stores as of period end						Stores number dynamics during the period													
			2015	2016	2017	2018	Sep.18	Sep.19	Sep.19	Q3 2018	Q3 2019	Jan.-Sep.18	Jan.-Sep.19									
X5 Retail Group (TD Perekrestok, JSC) ¹² The officially disclosed data as of June 30, 2019, dynamics for H1	Pyaterochka	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Perekrestok	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Karusel, Perekrestok Hyper	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Perekrestok-Express	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Magnit, PC (Tander, JSC) ¹³ The officially disclosed data as of June 30, 2019, dynamics for H1	Magnit hypermarket	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Magnit	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Magnit Family, Magnit-OPT	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Magnit-Cosmetic	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	all brands¹⁴	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
SPS Holding	Krasnoe&Beloe	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	DIXY	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Minimart	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Megamart	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Deshevo, Kvartal	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Viktoria	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DIXY Yug, JSC ¹⁵ The data as of June 30, 2019, dynamics for H1	Cash	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Albion-2002, LLC	Bristol, Bristol Express, Sem Pyatnits, Smart-Express	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	DKBR Mega Retail Group Limited	All brands	All formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Lenta, LLC	Lenta	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Lenta		S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
all brands		all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Auchan Retail Russia (Auchan, LLC; Atak, LLC)	Atak	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Auchan, Auchan-City, Nasha Raduga, Auchan Supermarket, Atak, Moy Auchan	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Metro AG (METRO Cash and Carry LLC) ¹⁶	METRO, METRO Punct, real,-	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
O'KEY, LLC	O'KEY	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Fresh Market, LLC	DA!	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
O'KEY, LLC	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Spar (all legal entities)¹⁷	SPAR, EUROSPAR, SPAR Express, INTERSPAR	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Monetka, GK (Element - Trade, LLC)	Monetka, Rait	H, S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Hyperglobus, LLC	Globus	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Maria-Ra GC	Maria-Ra	S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC Torgservis	Svetofor, Mayak	H, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TH Intertorg, LLC	Narodnaya 7Ya, Ideya, SPAR, Spar Express	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Gorodskoy Supermarket, LLC	Azbuka Vkusa, AV Market, AV Daily, Enoteka	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Kamelot-A, LLC	Yarche!	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

¹⁰ Includes chains with revenue of over RUB 11.4 bn in 2018.

¹¹ H – hypermarket, S – supermarket, D – discounter, C – convenience store.

¹² Due to the peculiarities of the information disclosure procedure applied by X5 Retail Group (once per quarter), the number of stores is presented as of June 30, 2018-2019, dynamics for January-June 2018-2019.

¹³ Due to the peculiarities of the information disclosure procedure applied by Magnit PJSC (once per quarter), the number of stores is presented as of June 30, 2018-2019, dynamics for January-June 2018-2019.

¹⁴ The data, excluding pharmacies.

¹⁵ In 2018 DIXY Group stopped disclosing information due to delisting of shares. INFOLine provides data on the company quarterly: the total number of objects is given as of 30 June 2018-2019. dynamics of number of trading objects - for January-June 2018-2019.

¹⁶ Without taking into account 2 TC in Republic of Crimea, and the franchise retail chain Fasil (2 own stores for testing innovations (incl. 1 store without shop assistants) and over 1400 franchising convenience stores).

¹⁷ Taking into account subfranchising stores.

Legal name	Brand	Main formats ¹¹	Number of stores as of period end						Stores number dynamics during the period									
			2015	2016	2017	2018	Sep.18	Sep.19	Sep.19	Q3 2018	Q3 2019	Jan.-Sep.18	Jan.-Sep.19					
VkusVill, LLC ¹⁸	VkusVill	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
REWE Group (BILLA, LLC)	Billa	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Verny GC (Souz Svyatogo Ioanna Voyna, LLC)	Verny	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Nevada GC	Samberi, Samberi Express, Blizky Raz Dva, Raz Dva Street	H, S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Komandor GC	Komandor, Alleya, Khoroshy, Khoroshy Express, Dva shaga	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Produkt Servis, LLC and others (Spar Middle Volga, LLC) ¹⁹	SPAR, EUROSPAR, SPAR Express	S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Gulliver, JSC	Gulliver, Gurman, Pobeda!	S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Korporatsiya Grinn, JSC	Liniya	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Slata, LLC	Slata, Slavny, Khleb-Sol	S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Holiday, GC	Kholdi, BOOM, Farmer-center, etc.	H, S, D, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Myasnov-77, LLC	Myasnov	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Otdokhni-777, LLC	Otdokhni	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC Myasnov	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Europe, LLC (Kursk)	Europe	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
T i K Produkty, CJSC	Magnolia	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Kirovskiy GC	Kirovskiy	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TG Absolute	Absolute Cash&Carry	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tamerlan, LLC	Pokupochka	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Torgovyi soyuz, LLC	Krasny Yar, Baton, Romashka	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tetris-Kaliningrad, LLC	SeMYA, Express SeM, SPAR, EUROSPAR, INTERSPAR, SPAR Gourmet	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TD Fresh-25, LLC etc.	Fresh-25, Fresh-Express, Radius	S, D, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TG Vysshaya Liga PUD, LLC	Vysshaya Liga, Liga Grand PUD	S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Altair plus, LLC etc.	Remi, Economych	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sibirskiy Gigant Retail Holding, LLC	Sibirskiy Gigant, Megas, Gorozhanka	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Polushka GC (Lyubavushka Retail Group, LLC)	Vsenarodny ²⁰	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
COOP Group (Selgros)	Selgros C&C	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PCF DIS	Desyatochka, Amba	D, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GK ESSEN (Optovik, LLC)	ESSEN, ESSEN-Express, ESSEN Green, Nakhodka	H, S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Semya, LLC (Perm)	SemYa	S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Aroma market, LLC	Aromatnyi Mir	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Euroros, Tvooy	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Euroros Holding	Yablochko	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Rus&Alko	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Torgovy dom Dylan, LLC	Dylan	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
LAMA, GC (Global-Market, LLC; Spar-Tomsk, LLC)	Abrikos, Lama, Food-City, SPAR, Khoroshy vybor-Abrikos, Khoroshy vybor-INTERSPAR	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Agrofirma Ariant, LLC	Ariant	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SP Bazhin Yuri Viktorovich (Prodtorg, LLC, etc.)	Privoz, Privoz MAXI, DOM, Khoroshy	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Velikoluksky myasokombinat, GC	Velikoluksky myasokombinat	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mall, LLC	Molniya, Molniya-Express, SPAR	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TD Ekstrasib, LLC	Market	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Prayd-A, LLC ²²	Korzinka, Korzinka-mini	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TS Aniks, LLC	Aniks, Bravo	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TD Aniks	All brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Source: data of companies, INFOline

¹⁸ Excluding micromarkets and vending.

¹⁹ Without taking into account subfranchise stores.

²⁰ As of September 30, 2019 the retail chain included 1 Vsenarodny hypermarket. All stores under Polushka, E-da!, Lime brands were closed.

²¹ In December 2018, the chain's stores were sold to Magnit and X5 Retail Group and closed in Q1 2019.

²² Franchise retail chain TD "Aniks".

Rating of Russia's FMCG retail chains by retail space volume

INFOLine **monthly** collects information regarding retail space of about 200 major FMCG retailers

Dynamics of retail space of the largest retailers

The table shows data as of the end of 2015-2018 and as of the end of September 2019. Dynamics of retail space is given for the reporting month and for the period from the beginning of 2019. Major retailers' retail space dynamics in 2015-2019 is given in the table.

Table 2. The total retail space of the largest²³ FMCG chains of Russia in 2014-2019, thousand sq. m

Legal name	Brand	Main formats ²⁴	Retail space at the end of the period						Dynamics of retail space													
			2015	2016	2017	2018	Sep.18	Sep.19	Sep.19	Q3 2018	Q3 2019	Jan.-Sep.18	Jan.-Sep.19									
X5 Retail Group (TD Perekrestok, JSC) ²⁵ <i>The officially disclosed data as of June 30, 2019, dynamics for H1</i>	Pyaterochka	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Perekrestok	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Karusel, Perekrestok Hyper	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Perekrestok-Express	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Magnit, PC (Tander, JSC) ²⁶ <i>The officially disclosed data as of June 30, 2019, dynamics for H1</i>	Magnit hypermarket	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Magnit	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Magnit Family, Magnit-OPT	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Magnit-Cosmetic	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands²⁷	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC Krasnoe&Beloe	Krasnoe&Beloe	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	DIXY	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Minimart	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Megamart	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DIXY Yug, JSC ²⁸ <i>The data as of June 30, 2019, dynamics for H1</i>	Deshevo, Kvartal	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Viktoria	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Cash	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Albion-2002, LLC	Bristol, Bristol Express, Sem Pyatnits, Smart-Express	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DKBR Mega Retail Group Limited	All brands	All formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Lenta, LLC	Lenta	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Lenta	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Auchan Retail Russia (Auchan, LLC; Atak, LLC)	Atak	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Auchan, Auchan-City, Nasha Raduga, Auchan Supermarket, Atak, Moy Auchan	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Metro AG (METRO Cash and Carry LLC) ²⁹	METRO, METRO Punct, real,-	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
O'KEY, LLC	O'KEY	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Fresh Market, LLC	DA!	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
O'KEY, LLC	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Spar (all legal entities)³⁰	SPAR, EUROSPAR, SPAR Express, INTERSPAR	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Monetka, GK (Element -Trade, LLC)	Monetka, Rait	H, S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Hyperglobus, LLC	Globus	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Maria-Ra GC	Maria-Ra	S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC Torgservis	Svetofor, Mayak	H, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TH Intertorg, LLC	Narodnaya 7Ya, Ideya, SPAR, Spar Express	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Gorodskoy Supermarket, LLC	Azbuka Vkusa, AV Market, AV Daily, Enoteka	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Kamelot-A, LLC	Yarche!	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
VkusVill, LLC ³¹	VkusVill	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

²³ Includes chains with revenue of over RUB 11.4 bn in 2018.

²⁴ H – hypermarket, S – supermarket, D – discounter, C – convenience store.

²⁵ Due to the peculiarities of the information disclosure procedure applied by X5 Retail Group (once per quarter), total retail space is presented as of June 30, 2018-2019, dynamics for January-June 2018-2019.

²⁶ Due to the peculiarities of the information disclosure procedure applied by Magnit (once per quarter), total retail space is presented as of June 30, 2018-2019, dynamics for January-June 2018-2019.

²⁷ The data, excluding pharmacies.

²⁸ In 2018 DIXY Group stopped disclosing information due to delisting of shares. INFOLine provides data on the company quarterly: total retail space is given as of 30 June 2018-2019, dynamics of retail space - for January-June 2018-2019.

²⁹ Without taking into account 2 TC in Republic of Crimea, and the franchise retail chain Fasol (2 own stores for testing innovations (incl. 1 store without shop assistants) and over 1400 franchising convenience stores).

³⁰ Taking into account subfranchising stores.

³¹ Excluding micromarkets and vending.

Industry review Russian consumer market and FMCG retail chains rating: September 2019

Legal name	Brand	Main formats ²⁴	Retail space at the end of the period							Dynamics of retail space									
			2015	2016	2017	2018	Sep.18	Sep.19	Sep.19	Q3 2018	Q3 2019	Jan.-Sep.18	Jan.-Sep.19						
REWE Group (BILLA, LLC)	Billa	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Verny GC (Souz Svyatogo Ioanna Voina, LLC)	Verny	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Nevada GC	Samberi, Samberi Express, Blizky	H, S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Raz Dva, Raz Dva Street	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Komandor GC	Komandor, Alleya, Khoroshy, Khoroshy Express, Dva shaga	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Produkt Servis, LLC and others (Spar Middle Volga, LLC) ³²	SPAR, EUROSPAR, SPAR Express	S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Gulliver, JSC	Gulliver, Gurman, Pobeda!	S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Korporatsiya Grimm, JSC	Liniya	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Slata, LLC	Slata, Slavny, Khleb-Sol	S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Holiday, GC	Kholdi, BOOM, Farmer-center, etc.	H, S, D, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Myasnov-77, LLC	Myasnov	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Otdokhni-777, LLC	Otdokhni	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC Myasnov	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Europe, LLC (Kursk)	Europe	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
T i K Produkty, CJSC	Magnolia	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Kirovskiy GC	Kirovskiy	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TG Absolute	Absolute Cash&Carry	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tamerlan, LLC	Pokupochka	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Torgovyi soyuz, LLC	Krasny Yar, Baton, Romashka	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tetris-Kaliningrad, LLC	SeMYA, Express SeM, SPAR, EUROSPAR, INTERSPAR, SPAR Gourmet	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TD Fresh-25, LLC etc.	Fresh-25, Fresh-Express, Radius	S, D, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TG Vysshaya Liga	Vysshaya Liga, Liga Grand	S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PUD, LLC	PUD	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Altair plus, LLC etc.	Remi, Ekonomych	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sibirskiy Gigant Retail Holding, LLC	Sibirskiy Gigant, Megas, Gorozhanka	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Polushka GC (Lyubavushka Retail Group, LLC)	Vsenarodny ³³	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
COOP Group (Selgros)	Selgros C&C	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PCF DIS	Desyatochka, Amba	D, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GK ESSEN (Optovik, LLC)	ESSEN, ESSEN-Express, ESSEN Green, Nakhodka	H, S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Kamilla ³⁴	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Semya, LLC (Perm)	SemYa	S, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Aroma market, LLC	Aromatnyi Mir	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Euros Holding	Euros, Tvoe	H, S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Yablochko	S	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Rus&Alko	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	all brands	all formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Torgovy dom Dylan, LLC	Dylan	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
LAMA, GC (Global-Market, LLC; Spar-Tomsk, LLC)	Abrikos, Lama, Food-City, SPAR, Khoroshy vybor-Abrikos, Khoroshy vybor-INTERSPAR	H, S, C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Agrofirma Ariant, LLC	Ariant	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SP Bazhin Yuri Viktorovich (Prodtorg, LLC, etc.)	Privoz, Privoz MAXI, DOM, Khoroshy	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Velikoluksky myasokombinat, GC	Velikoluksky myasokombinat	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mall, LLC	Molniya, Molniya-Express, SPAR	H, S, C, D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TD Ekstrasib, LLC	Market	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Prayd-A, LLC ³⁵	Korzinka, Korzinka-mini	C	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TS Aniks, LLC	Aniks, Bravo	D	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
TD Aniks	All brands	All formats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Source: data of companies, INFOline

³² Without taking into account subfranchise stores.

³³ As of September 30, 2019 the retail chain included 1 Vsenarodny hypermarket. All stores under Polushka, E-da!, Lime brands were closed.

³⁴ In December 2018, the chain's stores were sold to Magnit and X5 Retail Group and closed in Q1 2019.

³⁵ Franchise retail chain TD "Aniks".

Rating of Russia's FMCG retail chains by revenue

Financial performance of the largest FMCG chains in 2019

Financial indicators of public companies as of September 2019 are presented in the table (in brackets – negative indicators).

Table 3. Financial indicators (excluding VAT, IFRS 16) of the largest FMCG retail chains for 2019, RUB bn.

Legal name	Brand	Main formats ³⁶	Revenue in H1 2019	H1 2019 vs H1 2018, %	LfL H1 2019, %	Revenue in Q2 2019	Q2 2019 vs. Q2 2018, %	LfL Q2 2019, %
X5 Retail Group N.V.	Pyaterochka	*	*	*	*	*	*	*
	Perekrestok	*	*	*	*	*	*	*
	Karusel	*	*	*	*	*	*	*
	Total retail revenue	*	*	*	*	*	*	*
	Wholesale revenue	*	*	*	*	*	*	*
	Total for the company³⁷	*	*	*	*	*	*	*
Magnit, PC (Tander, JSC)	Magnit	*	*	*	*	*	*	*
	Magnit Family, Magnit OPT, Magnit Hypermarket	*	*	*	*	*	*	*
	Magnit-Cosmetic	*	*	*	*	*	*	*
	Other	*	*	*	*	*	*	*
	Total retail revenue	*	*	*	*	*	*	*
	Wholesale revenue	*	*	*	*	*	*	*
	Total for the company³⁸	*	*	*	*	*	*	*
DIXY Yug, JSC	Dixy, Megamart, Minimart, Kvartal, Victoriya, Cash	*	*	*	*	*	*	*
	Total revenue	*	*	*	*	*	*	*
Lenta, LLC	Lenta	*	*	*	*	*	*	*
	Lenta	*	*	*	*	*	*	*
	Total retail revenue	*	*	*	*	*	*	*
	Wholesale revenue	*	*	*	*	*	*	*
	Total for the company	*	*	*	*	*	*	*
METRO Cash and Carry, LLC	Metro, Metro Punct	*	*	*	*	*	*	*
O'KEY, LLC ³⁹	O'KEY	*	*	*	*	*	*	*
	DA!	*	*	*	*	*	*	*
	Total retail revenue	*	*	*	*	*	*	*

Source: company's data

Financial performance indicators of the largest public retailers at the end of 2017-2018 and H1 2018-2019 are shown in the tables below (in brackets - negative indicators).

Table 4. Financial indicators (excluding VAT) of the largest FMCG chains for 2017-2018 (IAS 17)
The data is given according to IFRS 16 accounting standard, which came into operation on 01.01.2019.

Indicator	X5 Retail Group N.V.		Magnit, PJSC		Lenta, LLC		Metro AG		O'KEY, LLC		GC DIXY	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Total revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*
Net revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*
Net revenue growth, %	*	*	*	*	*	*	*	*	*	*	*	*
Gross profit, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*
Gross margin, %	*	*	*	*	*	*	*	*	*	*	*	*
Net revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*
Net profit margin, %	*	*	*	*	*	*	*	*	*	*	*	*
EBITDA, RUB bn	*	*	*	*	*	*	*	*	*	*	*	*
EBITDA margin, %	*	*	*	*	*	*	*	*	*	*	*	*
LfL (revenue), %	*	*	*	*	*	*	*	*	*	*	*	*
LfL (average ticket), %	*	*	*	*	*	*	*	*	*	*	*	*
LfL (traffic), %	*	*	*	*	*	*	*	*	*	*	*	*

Source: company's data

³⁶ Conventions: D – Discounter, H – Hypermarket, S – Supermarket, C – Convenience store

³⁷ Retail revenue according to unaudited accounts.

³⁸ Retail revenue according to unaudited accounts.

³⁹ The data on revenue and dynamics is given adjusted for the effect of supermarket sale (according to the company's reports).

Table 5. Financial performance (excluding VAT) of the largest FMCG chains for the H1 2018-2019, according to the reporting standards IFRS 16⁴⁰(IF) and IAS 17 (IA)

Indicator	X5 Retail Group N.V. ⁴¹			Magnit, PJSC ⁴²			Lenta, LLC ⁴³			METRO		O'KEY, LLC ⁴⁴			GC DIXY ⁴⁵				
	H1 2018 (IA)	H1 2019 (IA)	H1 2019 (IF)	H1 2018 (IA)	H1 2019 (IA)	H1 2018 (IF)	H1 2019 (IF)	H1 2018 (IA)	H1 2019 (IA)	H1 2019 (IF)	H1 2018	H1 2019	H1 2018 (IA)	H1 2018 (IF)	H1 2019 (IF)	H1 2018 (IA)	H1 2019 (IA)	H1 2019 (IF)	
Total revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Net revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Net revenue growth, %	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Gross profit, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Gross margin, %	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Net revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Net profit margin, %	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
EBITDA, RUB bn	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
EBITDA margin, %	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Source: company's data

<...>

Financial indicators of the largest FMCG retail chains in 2014-2018

TOP 50 retailers' revenue dynamics in 2014-2018 are presented in the table (negative indicators in brackets). The companies were ranked in descending order of revenue for 2018.

Table 6. TOP 50 retailers' revenue in 2014-2018

Legal name	Brand	Main formats ⁴⁶	Data	2014	2015	2016	2017	2018	2018 vs 2017, % ⁴⁷
X5 Retail Group (TD Perekrestok, JSC)	Karusel, Perekrestok Hyper	H	IFRS (revenue)	*	*	*	*	*	*
	Perekrestok	S		*	*	*	*	*	*
	Pyaterochka	D		*	*	*	*	*	*
	Perekrestok-Express	C		*	*	*	*	*	*
	All brands	All formats		*	*	*	*	*	*
Magnit, PC (Tander, JSC)	Magnit	D	IFRS (revenue)	*	*	*	*	*	*
	Magnit hypermarket	H, S		*	*	*	*	*	*
	Magnit Family, Magnit-OPT			*	*	*	*	*	*
	Magnit-Cosmetic	C		*	*	*	*	*	*
	All brands	All formats		*	*	*	*	*	*
Krasnoe&Beloe GC	Krasnoe&Beloe	C	estimation	*	*	*	*	*	*
DIXY Yug, JSC	Dixy, Megamart, Minimart, Kvartal, Victoriya, Cash	H, S, C, D	IFRS (revenue)	*	*	*	*	*	*
Albion-2002, LLC	Bristol, Bristol Express, Sem Pyatnits, Smart-Express	C	management accounting	*	*	*	*	*	*
DKBR Mega Retail Group Limited	All brands	All formats	IFRS (revenue), estimation, management accounting	*	*	*	*	*	*
Lenta, LLC	Lenta	H, S	IFRS (total revenue)	*	*	*	*	*	*
Auchan Retail Russia (Auchan, LLC; Atak, LLC)	Auchan, Auchan-City, Auchan Supermarket, Moy Auchan, Nasha Raduga, Kazhdy Den, Atak	H, S, C	management accounting, RAS, estimation	*	*	*	*	*	*
Metro Group (METRO Cash and Carry LLC)	METRO, METRO Punct, real,-	H, S	estimation	*	*	*	*	*	*
O'KEY LLC	O'KEY, O'KEY-Express, DA!	H, S, C	IFRS (revenue)	*	*	*	*	*	*
<i>Spar (all legal entities)⁴⁸</i>	<i>SPAR, EUROSPAR, SPAR Express, INTERSPAR</i>	<i>H, S, C</i>	<i>management accounting</i>	*	*	*	*	*	*
Element-trade, LLC	Monetka, Rait	H, S, D	RAS, management accounting	*	*	*	*	*	*
Hyperglobus, LLC	Globus	H	management accounting, 2018-estimation	*	*	*	*	*	*
Maria-Ra GC	Maria-Ra	S, D	management accounting	*	*	*	*	*	*
GC Torgservis	Svetofor, Mayak	H, D	management accounting, RAS, estimation	*	*	*	*	*	*
TH Intertorg, LLC	Narodnaya 7Ya, Ideya, SPAR, Spar Express	H, S, C, D	management accounting, RAS, estimation	*	*	*	*	*	*
Gorodskoy Supermarket, LLC	Azbuka Vkusa, AV Market, AV Daily, Enoteka	H, S, C	management accounting	*	*	*	*	*	*

⁴⁰ Reporting standards IFRS 16 came into force on 01.01.2019.

⁴¹ Data from unaudited statements, the EBITDA is corrected.

⁴² IFRS data, the EBITDA is corrected.

⁴³ Data according to IFRS.

⁴⁴ Data is given according to the unaudited reporting.

⁴⁵ Data is given according to the unaudited reporting.

⁴⁶ H – hypermarket, S – supermarket, D – discounter, C – convenience store. The classification of retail outlets is given in [Appendix 1](#).

⁴⁷ Negative indicators are given in brackets.

⁴⁸ Taking into account subfranchising stores.

Legal name	Brand	Main formats ⁴⁶	Data	2014	2015	2016	2017	2018	2018 vs 2017, % ⁴⁷
Kamelot-A, LLC	Yarche!	C	management accounting, estimation	*	*	*	*	*	*
VkusVill, LLC	VkusVill ⁴⁹	C	RAS, management accounting, estimation	*	*	*	*	*	*
REWE Group (BILLA, LLC)	Billa	S	RAS, estimation	*	*	*	*	*	*
Verny GC (Souz Svyatogo Ioanna Voina, LLC)	Verny	D	management accounting, RAS, estimation	*	*	*	*	*	*
Nevada GC	Samberi, Samberi-express, Blizky, Raz Dva, Raz Dva Street	H, S, C	management accounting	*	*	*	*	*	*
Komandor GC	Komandor, Alleya, Khoroshy, Khoroshy Express, Dva shaga	H, S, C, D	RAS, management accounting	*	*	*	*	*	*
Produkt Servis, LLC and others (Spar Middle Volga, LLC) ⁵⁰	SPAR, EUROSPAR, SPAR Express	H, S, C	RAS, management accounting	*	*	*	*	*	*
Gulliver, JSC	Gulliver, Gurman, Pobeda!	S, C	management accounting, 2018-estimation	*	*	*	*	*	*
Korporatsiya Grinn, JSC	Liniya	H	management accounting, estimation	*	*	*	*	*	*
Slata, LLC	Slavny, Slata, Khleb-Sol	S, C, D	RAS, management accounting	*	*	*	*	*	*
Holiday, GC	Kholdi, BOOM, Farmer-center, etc.	H, S, D, C	estimation	*	*	*	*	*	*
GC Myasnov	Myasnov, Otdokhni	C	RAS, estimation	*	*	*	*	*	*
Europe, LLC (Kursk)	Europe	H, S	RAS, estimation	*	*	*	*	*	*
T i K Produkty, CJSC	Magnolia	C	RAS, estimation	*	*	*	*	*	*
Kirovskiy GC	Kirovskiy	H, S, C	estimation	*	*	*	*	*	*
TG Absolute	Absolute Cash&Carry	H, S	estimation	*	*	*	*	*	*
Tamerlan, LLC	Pokupochka	D	RAS, estimation	*	*	*	*	*	*
Smart, LLC; Freshretail, LTD	Krasny Yar, Baton	H, S, C, D	RAS, management accounting, estimation	*	*	*	*	*	*
Tetris-Kaliningrad, LLC	SeMYA, Express SeM, SPAR, EUROSPAR, INTERSPAR, SPAR Gourmet	H, S, C	RAS, management accounting, estimation	*	*	*	*	*	*
TG Vysshaya Liga PUD, LLC	Vysshaya Liga, Liga Grand PUD	S, C	estimation	*	*	*	*	*	*
Sibirskiy Gigant Retail Holding, LLC	PUD	C	RAS, estimation	*	*	*	*	*	*
Sibirskiy Gigant Retail Holding, LLC	Sibirskiy Gigant, Megas, Gorozhanka	H, S	estimation	*	*	*	*	*	*
Polushka GC (Lyubavushka Retail Group, LLC)	Vsenarodny ⁵¹	H, S, C, D	management accounting, RAS, estimation	*	*	*	*	*	*
COOP Group (Selgros)	Selgros C&C	H	RAS, estimation	*	*	*	*	*	*
GK ESSEN (Optovik, LLC)	ESSEN, ESSEN-Express, ESSEN Green, Tabish	H, S, C	RAS, management accounting, estimation	*	*	*	*	*	*
Semya, LLC (Perm)	SemYa	H, S, C, D	management accounting, estimation	*	*	*	*	*	*
Aroma market, LLC	Aromatnyi Mir	C	estimation	*	*	*	*	*	*
Euroros Holding	Euroros, Tvoy, Yablochko, Rus&Alko	H, S, C	estimation	*	*	*	*	*	*
LAMA, GC	Abrikos, Lama, Food-City, SPAR, Khoroshy vybor-Abrikos, Khoroshy vybor-INTERSPAR	H, S, C	management accounting, estimation	*	*	*	*	*	*
Agrofirma Ariant, LLC	Ariant	C	RAS, estimation	*	*	*	*	*	*
Velikoluksky myasokombinat, GC	Velikoluksky myasokombinat	C	RAS, estimation	*	*	*	*	*	*
Mall, LLC	Molniya, Molniya-Express, SPAR	H, S, D, C	RAS, management accounting	*	*	*	*	*	*
TD Ekstrasib, LLC	Market	C	estimation	*	*	*	*	*	*
TD Fresh-25, LLC etc.	Fresh-25, Fresh-Express, Radius	S, D, C	estimation	*	*	*	*	*	*
Prayd-A, LLC ⁵²	Korzinka, Korzinka-mini	C	management accounting, estimation	*	*	*	*	*	*
TS Aniks, LLC	Aniks, Bravo	D	management accounting, estimation	*	*	*	*	*	*
TD Aniks	All brands	All formats		*	*	*	*	*	*

Source: data of companies, INFOLine estimations

⁴⁹ All Izbenska stores are closed.

⁵⁰ Without taking into account subfranchise stores.

⁵¹ As of July 31, the retail chain included 1 Vsenarodny hypermarket. All stores under Polushka, E-da!, Lime brands were closed.

⁵² Franchise retail chain TD "Aniks".

TOP 200 FMCG retail chains development

Performance for 2014-2018

As of January 1, 2019 the aggregate selling space of TOP 200 FMCG retail chains (excluding Magnit Cosmetic drogeries and Magnit Apteka chains) was more than * million sq. m. According to the results of 2018, the increment of selling space among 200 major chains reached over * thousand sq. m (in 2017 – * thousand sq. m, in 2016 – * thousand sq. m, in 2015 – * thousand sq. m, in 2014 – * thousand sq. m,) or *% (in 2017 – *%, in 2016 – *%, in 2015 – *%, in 2014 – *%). In 2018, the share of TOP 11 retailers in the growth of retail space decreased to *%, against *% at the end of 2017.

<...>

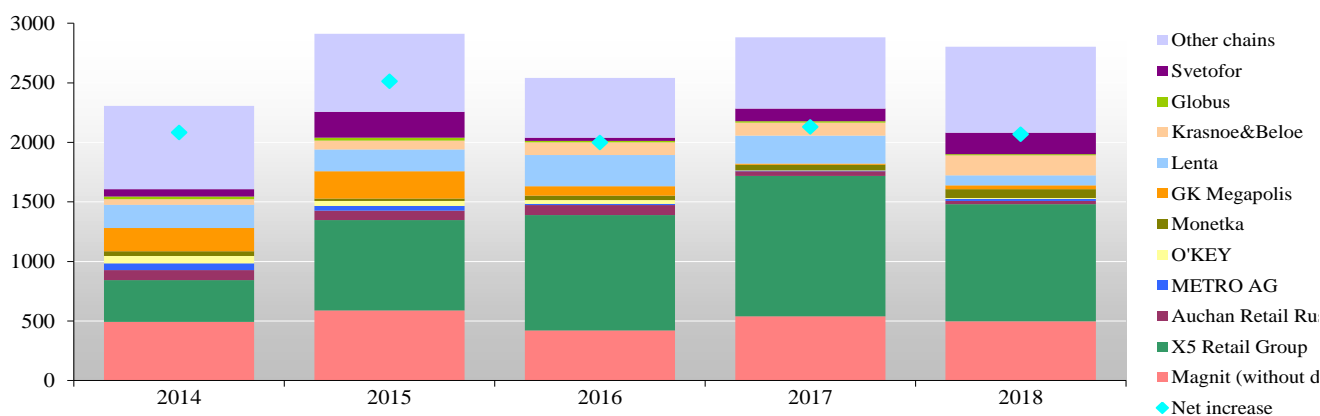
Table 7. Dynamics of selling space growth among TOP 200 Russian retailers in 2014-2018

Dynamics	2014		2015		2016		2017		2018	
	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m
Chains, which increased their selling space	*	*	*	*	*	*	*	*	*	*
Chains with invariable selling space	*	*	*	*	*	*	*	*	*	*
Chains, which decreased their selling space	*	*	*	*	*	*	*	*	*	*
Total selling space for TOP 200, million sq. m		*		*		*		*		*

Data source: INFOline FMCG Retail Russia TOP

The aggregate share of X5 Retail Group and Magnit in the retail space increase in 2018 fell down against 2017 and amounted to *%. In 2018, Magnit, considering reduced investment activity, reduced its share in the total retail space growth by * p.p. to *%, having increased over the period of * sq. m of area (excluding Magnit Cosmetic and Magnit Apteka pharmacies) <...>

Figure 8. Dynamics of selling space growth of TOP 200 retailers of Russia (excluding retailers that reduced retail space)⁵³ in 2014-2018, thousand sq. m



Data source: INFOline

<...>

*** DEMO VERSION ***

The full text of the section contains ratings by number and retail space of outlets of FMCG retail chains of Russia with revenue over RUB 11 billion as of the end of 2018. Moreover, the rating of retail chains by number and retail space of outlets is supplemented by the description of the results of January 2019.

⁵³ INFOline does not include opening of Lenta stores and selling space as of the first day of the month, however, they are included in the official records of the chain.

Investment activity of 200 largest retailers of Russia is given in a separate section TOP 200 FMCG retail chains development. The number of participants in the structure of retail space of TOP-200 retailers has been increased. For perception convenience of graphs, each chain is distinguished with its own color. In connection with the parity consolidation of assets, retail indicators of beneficiaries of Megapolis, GK including Dixy, GK and the Bristol retail chain are given in total, the indicators of the Krasnoe&Beloe retail chain are given separately.

***** DEMO VERSION*****



Section I. Retail trends and development in Russia

Macroeconomic retail trade indicators

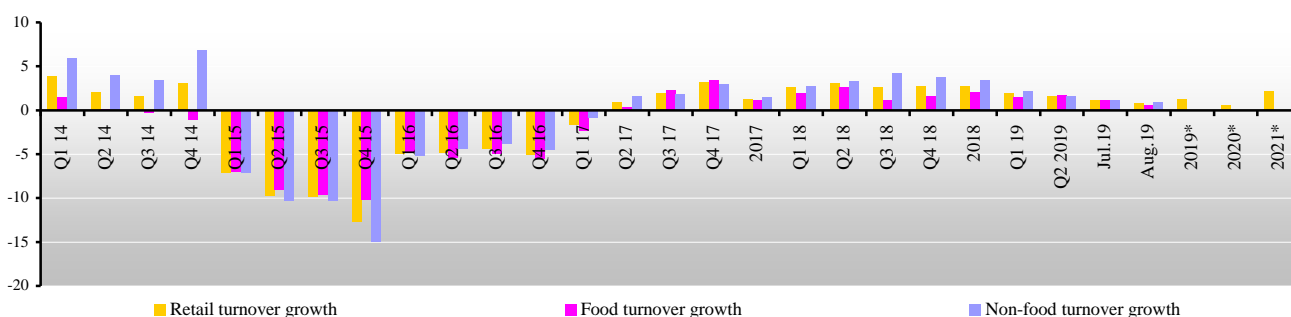
Macroeconomic indicators

On September 19, 2019, the Ministry of Economic Development has approved the updated basic version of the forecast for the social and economic development of the Russian Federation for 2019–2024, which was presented on August 26, 2019. According to Maxim Oreshkin, Minister of Economic Development, an updated version of macro forecasts will be discussed on September 19 at a government meeting. <...>

Retail trade indicators

<...>

Figure 9. Main consumer market indicators in 2013-2018 and forecast till 2018-2024, % against the same period of previous year



Data source: FSSS and the forecast of the Ministry of Economic Development and Trade from August 2019

The retail trade turnover in rubles in August 2019 slowed down to *% (in August 2018 – *%), while food-products retail market turnover in rubles sped up to *% (in August 2018 – *%) and the turnover of retail trade in non-food product slowed down to *% (in August 2018 – *%).

<...>

Table 8. Retail turnover dynamics in Russia in 2014-2018 and forecast till 2019-2024

Period	Turnover. bn RUB	In % to corresponding period of previous year	
		In comparable prices. %	In current prices. %
2014	*	*	*
...
2017	*	*	*
Q1 2018	*	*	*
Q2 2018	*	*	*
H1 2018	*	*	*
...
9m 2018	*	*	*
...
2018	*	*	*
...
Q1 2019	*	*	*
...
Q2 2019	*	*	*
H1 2019	*	*	*
...
2019 (forecast)	*	*	*
2020 (forecast)	*	*	*
2021 (forecast)	*	*	*
2022 (forecast)	*	*	*
2023 (forecast)	*	*	*
2024 (forecast)	*	*	*

Data source: FSSS data, forecast of the Ministry of Economic Development from August 2019, calculations of INFOLine

<...>

Main indicators of retail development⁵⁴

According to FSSS (the Federal State Statistics Service) in Q3 2019 the business confidence index reached * pp. According to FSSS, in Q3 2019 the indicator of actual changes in retail turnover increased by * pp. vs. Q3 2018 up to * pp. and by * pp. vs. Q2 2019 to * pp.

Figure 10. Entrepreneur confidence index in Russia in 2014-2019

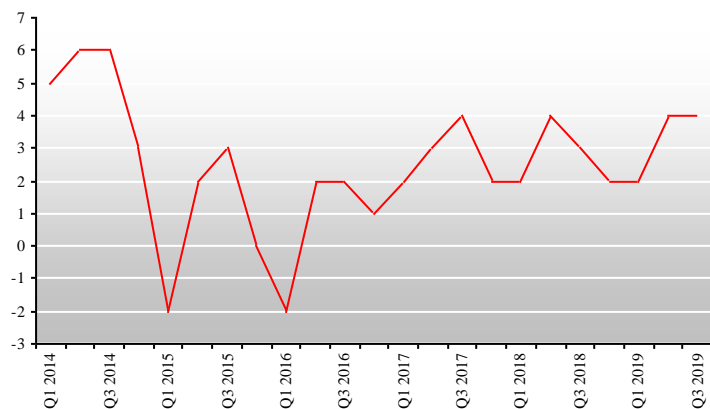
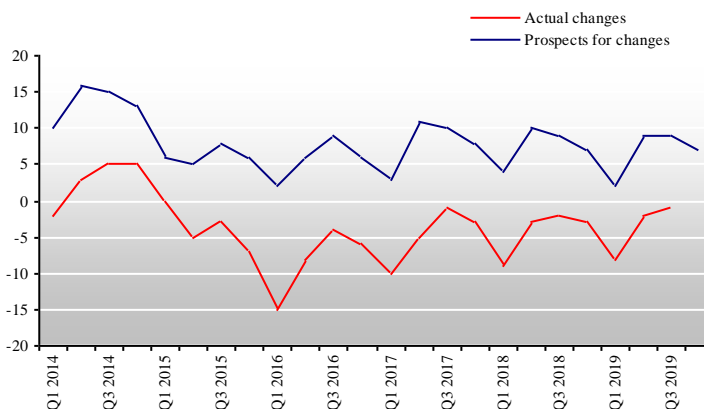


Figure 11. Assessment of economic situation in Russia in 2014-2019



Data source: FSSS



Government regulation of retailing

The Trade Act

On June 6, 2019 according to No. 446-FZ "On Amendments to Article 5 of the Federal Law "On the Development of Agriculture" and the Federal Law "On the Principles of State Regulation of Trading Activities in the Russian Federation" a 180-day period for changing the terms of supply contracts ended and the law prohibiting retail chains from returning products to suppliers entered into force. <...>

VAT Change

On September 9, 2019, the State Duma of the Russian Federation rejected Draft Law No. 19842-7 "On Amendments to Part Two of the Tax Code of the Russian Federation (on Establishing a Tax Rate of 10 Percent on Value Added Tax in Relation to Fruit, Berry Crops and Vineyards)". The draft law proposes to add fruit, berry crops and vineyards to the list of food products subject to value added tax at a rate of 10%. <...>

Alcohol Beverage Market Regulation

On September 13, 2019, Alexander Korobutov, Deputy Head of the tax and customs policy department of the Ministry of Finance, said that the Ministry of Justice had extended the legal examination of the draft law on legalizing online alcohol sales. The document can be submitted to the government in the near future. "The draft law was under consideration in the Ministry of Justice of Russia. The conclusion on the results of its legal and anti-corruption examinations was <...>

Tobacco Market Regulation

On July 22, 2019, the Government of the Russian Federation published an official response to Draft Law No 119575-7 "On Amendments to the Administrative Offences Code and Federal Law "On Protection of Health of the Public from Exposure to Environmental Tobacco Smoke and Consequences of Tobacco Use" (with regard to

⁵⁴ The index of entrepreneurial confidence in retail is calculated as the arithmetic mean value of evaluation balances for the level of storage stock (with the opposite sign), changes in economic situation during the current quarter as compared with the previous one and expected changes in economic situation during the coming quarter (in percentage points). The seasonal component in time series of the index is not excluded.

Balance of indicators changes estimations (actual turnover changes; actual employees number changes; stock reserves actual changes of product mix; selling prices; average margin level; actual changes of investments into business expansion, repair and modernization; prospective changes in storage space; actual changes in provision with own financial resources; profit), which is determined as difference between respondents' share with "positive" and "negative" assessments of changes in comparison with the previous quarter (%). The seasonal component in time series of the index is not excluded.



protection of health of citizens from the consequences of the use of electronic smoking articles)". The draft law proposes to extend <...>

Product Quality Regulation

On September 20, 2019, Draft Law No. 797249-7 "On Amendments to the Federal Law "On the Quality and Safety of Food Products" and Article 37 of the Federal Law "On Education in the Russian Federation" in Terms of Improving the Legal Regulation of Food Products Quality Issues" was introduced to the State Duma of the Russian Federation. <...>

Marking the products

Since July 1, Regulation No. 50 "On Changing Rules of Dairy Products Sales" signed by the Government of the Russian Federation on January 29, 2019 came into force in Russia. Stores began to sell milk and dairy products with a mark stating that they free from milk fat replacers. Thus, the packaging should be labeled "Products free from milk fat replacers" or "Products containing milk fat replacers". Moreover, these goods should now be placed in retail spaces and other places so that the buyer can clearly distinguish them from other food products. Such rules are needed not to mislead the buyer. <...>

Non-cash payments in retail trade Regulation

From October 1, 2019, important banks will have to systematically provide their customers with an opportunity to transfer money using the Quick Payment System (QPS). The deadline for universal banks is October 1, 2020. The Ministry of Justice of Russia has registered changes in the CBR (Central Bank of the Russian Federation) payment system rules, the Bank said. <...>

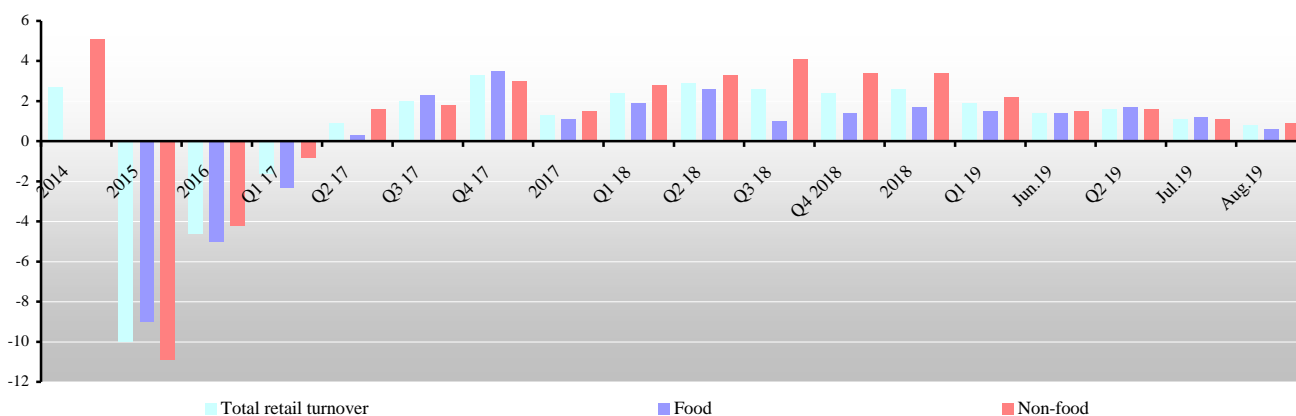
Other news

On September 9, 2019, the State Duma of the Russian Federation decided to appoint a responsible committee (State Duma Committee on State Building and Legislation); provide feedback, suggestions and comments to Draft Law No. 755219-7 "On Amending Article 14.8 of the Administrative Offenses Code of the Russian Federation (in Terms of Establishing Liability of the Company Managing the Trading Facility and its Officials for Failure to Enforce Consumer Rights when Carrying Out Trading Activities at This Trading Facility)", prepare the draft law for consideration by the State Duma (Autumn session) <...>.

Structure of retail turnover by the category of products

In August 2019, retail turnover increased by *% (in August 2018 – by *%), including indicators for food products – by *% (in August 2018 increased by *%), and non-food products – by *% (in August 2018 – by * pp).

Figure 12. Retail turnover dynamics in physical terms by categories in 2014-2019, %



Data source: FSSS

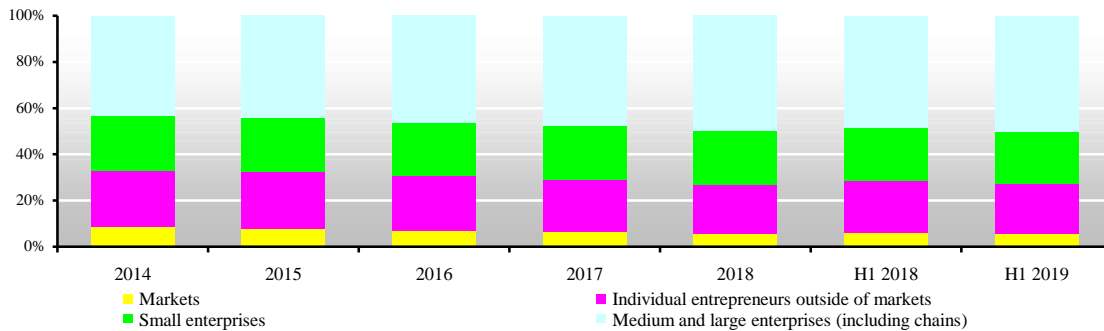
<...>

Structure of retail turnover by the category of retailer

In August 2019 *% of retail turnover was formed by commercial organizations and individual entrepreneurs who perform their activity outside the market while the share of retail markets and fairs was *% (in August 2018 – *% and *% correspondingly). Comparing to August 2018, in August 2019 commercial organizations showed a turnover growth by *% while sales at the market reduced by *% (in August 2018 commercial organizations showed a turnover growth by *% while sales at the market reduced by *%).

<...>

Figure 13. Retail turnover structure by business types in 2014-2019, %



Data source: FSSS

<...>

***** DEMO VERSION*****

Research (full version) also contains information on structure of sales in the markets and at fairs, detailed information on unorganized trade: number of markets, trading places, market structure and the managing subjects etc.

***** DEMO VERSION*****

Regional structure of retail turnover⁵⁵

The regional structure of the retail turnover of Russia is characterized by its inhomogeneity: in January-August 2019 *% of the turnover accounted for 11 territorial entities (Moscow, Moscow Region, St. Petersburg, Krasnodar Territory <...>

Figure 14. Retail turnover structure by regions of Russia in January-August 2018, %

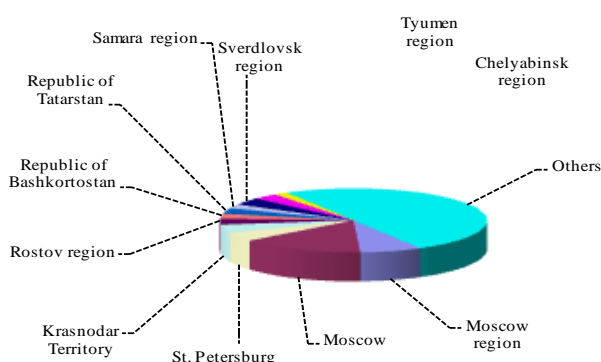
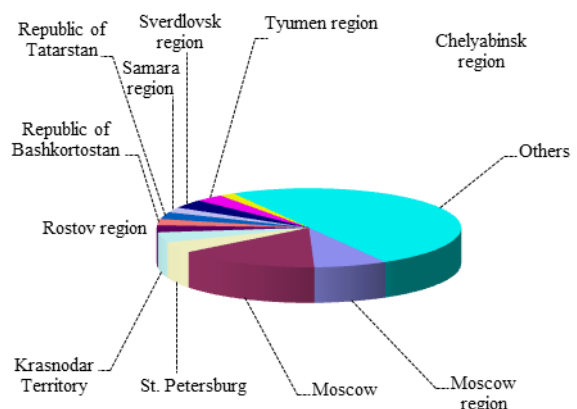


Figure 15. Retail turnover structure by regions of Russia in January- August 2019, %



Data source: FSSS

⁵⁵ Data for January-August 2018 on SFD and DFO for representativeness are given taking into account changes in accordance with the Decree No. 632 "On Amendments to the List of Federal Districts Approved by Presidential Decree No. 849 of May 13, 2000"



<...>

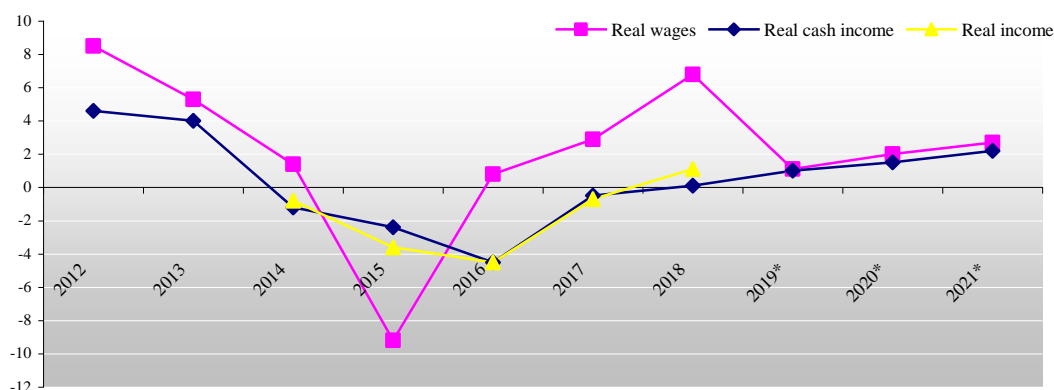
Food market inflation

On September, 6 2019 the Central Bank of the Russian Federation published an updated basic forecast, according to which inflation in 2019 will be *% by 2018, and in the following 2020-2022 will decrease to *%. Let us remind that in August 26, 2019 the Ministry of Economic Development presented a renewed variant of forecast of social and economic development of the Russian Federation for 2019-2024, reducing forecast for inflation in Russia for 2020, to *% <...>

Consumer incomes and expenditures

According to the updated basic forecast version of social and economic development of the Russian Federation for 2019–2024 presented by the Ministry of Economic Development on August 26, 2019, real disposable incomes of the population in 2019 will grow by *% compared to the growth of *% expected before, while, in 2020-2021, the forecast remained the same. Real wage growth, according to the updated forecast, is expected to reach *% in 2019 (previously *%), in 2020-2021. – *%. <...>

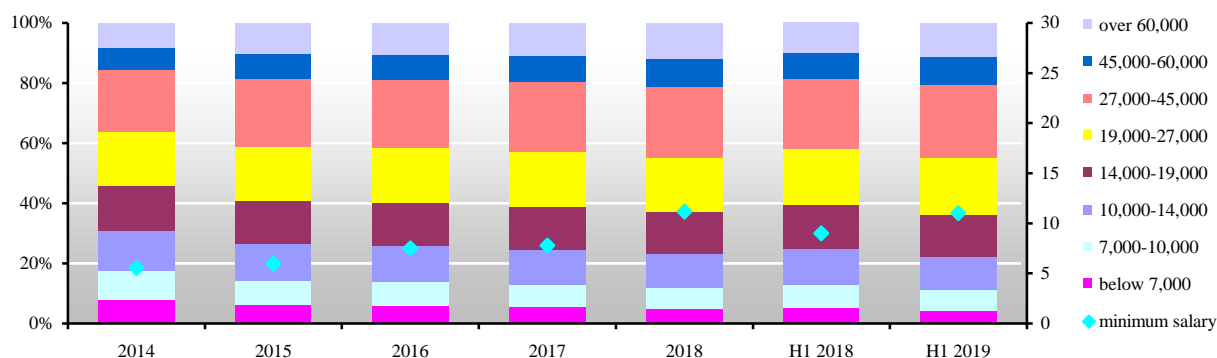
Figure 16. Real salary and real income dynamics in 2012-2018, forecast for 2019-2024 (basic forecast), %⁵⁶



Data source: FSSS and the forecast of the Ministry of Economic Development and Trade from August 2019

<...>

Figure 17. Distribution of income by per capita in 2014-2019, %



<...>

Banking sector, personal loans & deposits over time

On September 6, 2019, CBR decided for the third time in a year to lower its key rate by 25 bp up to 7% per annum. The process of inflation deceleration continues. At the same time, inflation expectations remain at an elevated level. The growth rate of the Russian economy is still below the Bank of Russia expectations. The risks of a significant deceleration in the world economy have increased. <...>

⁵⁶ The data for 2014-2018 were adjusted in accordance with the FSSS estimate calculated using the new methodology (Methodological Guidelines for Calculating Indicators of Monetary Incomes and Expenditures of Population approved by Order No. 680 of Rosstat dated November 20, 2018).

Figure 18. Total personal deposits and loans obtained in 2013-2019 in RUB and foreign currencies (RUB trln)

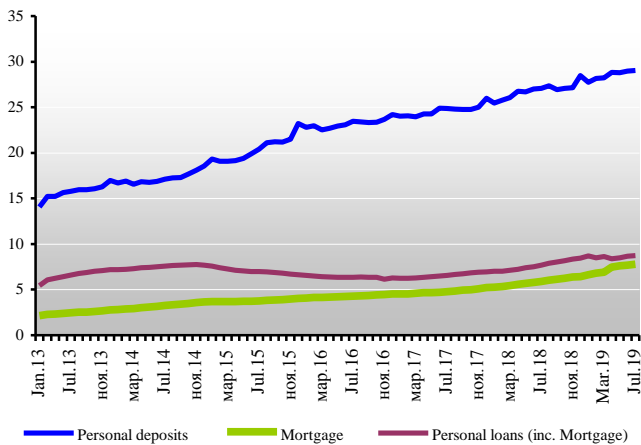
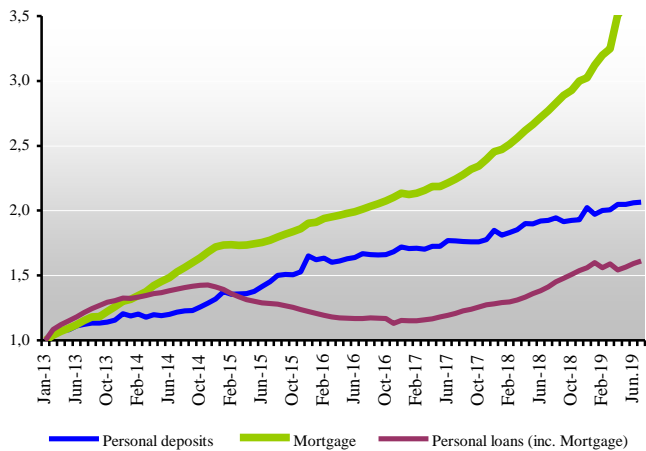


Figure 19. Total personal deposits and loans obtained in 2013-2019 in RUB and foreign currencies (% vs. January 2013)



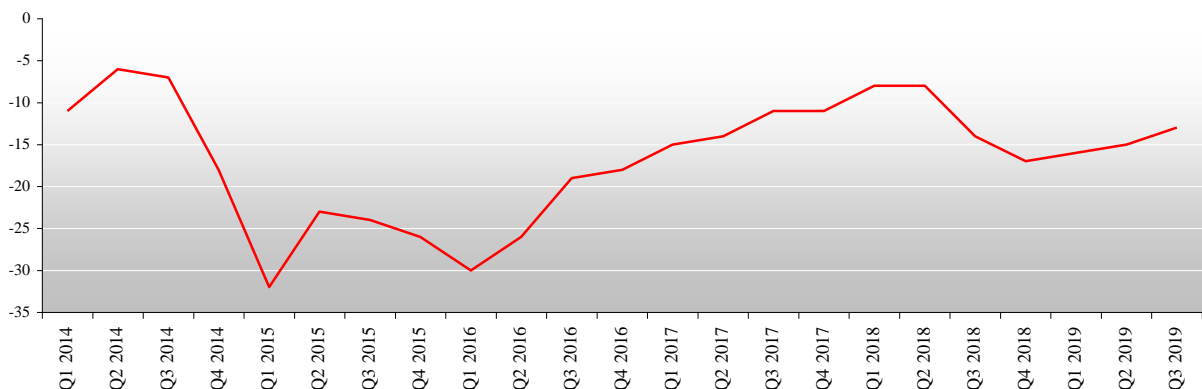
Data source: the Central Bank of the Russian Federation



Consumer expectations and confidence index

Despite the economic situation remaining complicated, the population demonstrates demand recovery. Besides, the situation of an increased level of loan burden on the population continues to aggravate.

Figure 20. Consumer confidence index in Russia 2014-2019, %



Data source: FSSS



***** DEMO VERSION*****

Sections contain: dynamics of macroeconomic indicators of retail trade (turnover in general, food and non-food products), a description of the structure of retail trade turnover (by product categories, by types of trading organizations, by regions), an analysis of the dynamics of income and expenditure of the population, as well as consumer expectations and confidence of the population, the level and rate of inflation. The section Government regulation of retailing contains up-to-date information on the "Law on trade" (normative acts, the results of working groups meetings, etc.).

***** DEMO VERSION*****



Section II. Key events for FMCG retail in Russia

Roskachestvo activities



On April 30, 2015, the Government of the Russian Federation signed the **order on the establishment of the autonomous non-commercial organization ANO Russian Quality System**. June 4, 2015, the first organizational meeting of the Autonomous Non-Commercial Organization Russian Quality System (Roskachestvo) (www.rskrf.ru) was held where Maksim Protasov was appointed as the Head of the Organization. He declared that first products having the Russian Quality Mark could appear in stores before the end of 2015. The organization was established to ensure the quality of Russian commodities, increase their competitiveness and resolve import substitution tasks. The **strategic directions of the activity of the Russian Quality System** were identified. The objective of the Russian Quality System is promotion of Russian high-quality products at the national and foreign markets and enhancing confidence towards the Russian products. The tasks of the Russian Quality System are: <...>

Events in the e-commerce and FMCG delivery

Key news in online

Since the beginning of September 2019, AliExpress launched a service for Russian buyers where purchases from different suppliers will be formed in a single package. The service will be available for free if the total amount of the order is more than USD 5 (about RUB 334 at the exchange rate as of August 30, 2019). <...>

News on delivery services

In August 2019, it became known that iGoods became a co-owner of the Joom Chinese marketplace. During the additional issue, Joom bought 10% of the iGoods management company for RUB 325 mln. Joom will become the second largest shareholder of iGoods after its co-founder Dmitry Kunis. The iGoods service relies on synergies with Joom, service manager Grigory Kunis says. For example, companies want to launch a joint project called "fast local food delivery". <...>

The most important events, capable to influence FMCG retail of Russia

News of retail fuel market

In September 2019, it became known that two metropolitan gastro projects StrEat and Depo were looking for sites for new establishments in St. Petersburg. Maxim Popov, founder of the StrEat gastronomic street, confirmed that he is looking for a 1.5 to 3 thousand sq.m site for his project. According to Mr. Popov, its opening is scheduled for 2020. <...>

Activity of INFOLine

Yandex Big Retail conference

On September 9, 2019, as part of the Yandex Big Retail conference, Ivan Fedyakov, CEO of INFOLine, presented the report "INFOLine Retail Russia TOP-100 and e-Commerce: "War or Peace?"". The report presented for the first time the results of studying the omnichannel strategy of 100 leading retailers in Russia, financial and operational results of H1 2019 and much more.

According to INFOLine, at the end of H1 2019, the share of TOP-100 leading chains increased to 42% of retail turnover in Russia. The total revenue of these companies amounted to RUB 5.2 trln excluding VAT. At the same time, the revenue of leaders in the INFOLine TOP-10 increased by 12% and amounted to RUB 2.9 trln without VAT. According to INFOLine, in H1 2019, Krasnoe&Beloe remains the fastest growing chain among the leaders. It managed to increase its revenue by 30% at once to RUB 170 bn. Thus, the company ranked fourth in the Russian retail. In September 2019, it was announced that the merger of Krasnoe&Beloe and Dixy and Bristol chains was completed. According to INFOLine, the combined business of the companies will allow them to confidently occupy the third place on the market.

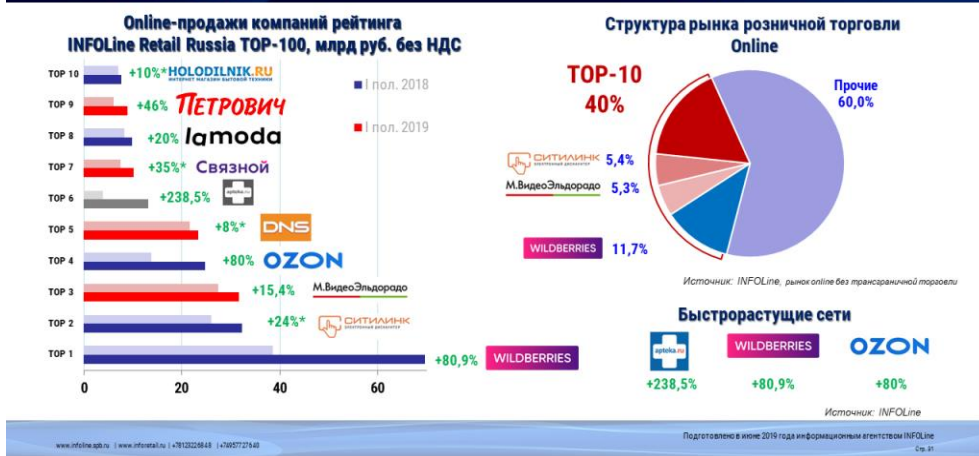
Рейтинг INFOLine Retail TOP-100: выручка крупнейших сетей



Source: INFOLine Retail Russia TOP-100 Rating

According to **INFOLine**, at the end of H1 2019 Apteka.ru, a pharmacy aggregator, became the fastest growing online chain showing a three-digit growth rate – 238.5% compared to H1 2018. The three fastest growing online chains also included Wildberries showing growth of 80.9% and Ozon (80%). Following the results of H1 2019, Wildberries became the leader in online sales in the INFOLine Retail Russia TOP-100 rating with a revenue of RUB 69.6 bn excluding VAT. At the end of H1 2019, Ozon, an online retailer, ranked fourth with revenue of RUB 24.8 bn. HOLODILNIK.RU rounds the Top-10, and its revenue, according to **INFOLine**, amounted to almost RUB 6.1 bn.

Рейтинг INFOLine online-продажи: по итогам 1 полугодия 2019 г.



Source: INFOLine Retail Russia TOP-100 Rating

The results of H1 2019 indicate the formation of a number of pronounced trends on the Russian consumer market, namely a slowdown in the opening of new stores by leading chains, deteriorated financial performance of trading companies, continued stagnation of consumer activity against the background of non-growing real incomes. At the same time, retailers who bet on the omnichannel strategy development continue to grow and develop, and many of them show double-digit growth rates.

INFOLine presentation materials were based on the INFOLine Retail Russia TOP-100 new information product that includes:

- Retail indicators of 2011-2018
- More than 10 ratings of retail companies
- Market survey of 250 leading suppliers
- Largest M&A deals on the retail market in 2018-2019
- 100 business profiles of leading retailers
- TOP-100 retailers omnichannel strategy



Итоги 2018 года. Тенденции 2019 года. Прогноз до 2021 года.

- ПОСЛЕДНИЕ ПОКАЗАТЕЛИ ТОРГОВЛИ
- РЕЗУЛЬТАТЫ ПОСЛЕДНЕЙ ПОСЛЕДСТВИИ
- АНАЛИТИЧЕСКИЕ ДАННЫЕ ПОСЛЕДСТВИИ
- ПРОГНОЗЫ СДЕЛКИ НА РЫНКЕ РОЗНИЧНОЙ ТОРГОВЛИ
- ПОСЛЕДСТВИИ НА ОТКРЫТИИ НОВЫХ ТОЧЕК
- ОМНИКАНАЛЬНАЯ СТРАТЕГИЯ ТОРГОВЛИ



Buyers of "INFOLine Retail Russia TOP-100" will receive materials of the conference and a presentation of the report "INFOLine Retail Russia TOP-100 and online trade: "War or Peace?" with H1 2019 results as a **PRESENT!**

We are happy to answer your questions and provide more information about INFOLine research by phone: +7(495) 772-7640 or +7(812) 322-6848 EXT. 309, or by email retail@infoline.spb.ru



More detailed information about the online retail market can be found in the quarterly review "Foodtech: online trade and delivery services and Rating INFOLine Russia TOP online food retail".

Recipients of the industry review "Russian consumer market and FMCG retail chains Rating" have the opportunity to purchase the review "Foodtech: online trade and delivery services and Rating INFOLine Russia TOP online food retail" with **50% DISCOUNT.**

To receive the presentation, make a request to retail@infoline.spb.ru.

***** DEMO VERSION *****

Section III. Key events and plans of major FMCG chains

X5 Retail Group N.V.(TH Perekrestok, JSC) / Pyaterochka, Perekrestok, Karusel



Company's name: *X5 Retail Group N. V. (TH Perekrestok, JSC)* Address: 119049, Moscow, Koroviy Val, 5, BC Oasis, 109029, Moscow, Srednyaya Kalitnikovskaya str., 28 Phones: +7(495)6628888, (495)7899595. Fax: +7(495)6628888 ext. 61-145 E-Mail: info@x5.ru Web: www.x5.ru Social nets: www.facebook.com/X5RetailGroup, www.vk.com/x5retailgroup, www.youtube.com/user/x5retailgroup Executive officer: *Stephan DuCharme, Chairman of the Supervisory Board of X5 Retail Group N.V.; managing partner of L1 Retail (retail subdivision of LetterOne); Igor Shekhterman, X5 CEO, Chairman and Member Of The Management Board*

Regional presence

As of June 30, 2018, X5 Retail Group managed * shops with a total selling space of * thousand sq. m. The chain included * Pyaterochka discounters, * Perekrestok supermarkets, * Karusel hypermarkets.

As of H1 2019 X5 Retail Group was present in 65 of 85 regions of Russia. Regional presence of X5 Retail Group's outlets is shown in the table.

Table 9. Regional presence of X5 Retail Group's outlets as of 30.06.2019⁵⁷

Federal District	Region	Format in region
North Western Federal District	Arkhangelsk Region	D
	Vologda Region	D
	Karelia Republic	D, S
	Komi Republic	D
	Leningrad Region	D, S, H
	Murmansk Region	D
	Novgorod Region	D, H
	Pskov Region	D
	Saint Petersburg	D, S, H
...

Source: the company's data, mass media, INFOline estimations

Chain development

In 2018, the net increase in the number of X5 Retail Group properties amounted to * stores: * Pyaterochka discounters, * Perekrestok supermarkets, * Karusel hypermarket. At the same time, in 2018, X5 Retail Group shut down * Perekrestok Express convenience stores. * Perekrestok supermarkets were opened after reconstruction in 2018. As a result of the program, and thanks to new shops openings, as of March 31, 2019 the share of supermarkets operating in a new concept, totaled * % of all Perekrestok supermarkets. <...>

Share capital

As of June 30, 2019 shareholders of X5 Retail Group are: CTF Holdings SA - * %, Intertrust Trustees Ltd (Axon Trust) - * %, Directors of X5 - * %, treasury shares - * %, free float - * %.

Results and expectations

In H1 2019, net retail revenue of X5 Retail Group totaled RUB * bn - by * % more than in H1 2018. <...>

The X5 Retail Group's key financial indicators 2017-2018, Q1, Q2 and H1 2019 (IFRS and managerial accounting) are presented in the table below (negative indicators – in brackets).

⁵⁷ The data is updated every quarter.



Table 10. The X5 Retail Group's key financial indicators (the company in total) in 2017-2018, Q1, Q2 and H1 2019

Indicator	2017	2018	Q1 2018 (IFRS (IAS) 17)	Q1 2019 (IFRS (IAS) 17)	Q1 2019 (IFRS 16)	Q2 2018 (IAS 17)	Q2 2019 (IAS 17)	Q2 2019 (IFRS 16)	H1 2018 (IAS 17)	H1 2019 (IAS 17)	H1 2019 (IFRS 16)
Total revenue, bn RUB	*	*	*	*	*	*	*	*	*	*	*
Total revenue growth, %	*	*	*	*	*	*	*	*	*	*	*
Net revenue, bn RUB ⁵⁸	*	*	*	*	*	*	*	*	*	*	*
Net revenue growth, %	*	*	*	*	*	*	*	*	*	*	*
LfL (revenue), %	*	*	*	*	*	*	*	*	*	*	*
LfL (average ticket), %	*	*	*	*	*	*	*	*	*	*	*
LfL (traffic), %	*	*	*	*	*	*	*	*	*	*	*
Gross profit, bn RUB	*	*	*	*	*	*	*	*	*	*	*
Gross margin, %	*	*	*	*	*	*	*	*	*	*	*
Net profit, bn RUB	*	*	*	*	*	*	*	*	*	*	*
Net profit margin, %	*	*	*	*	*	*	*	*	*	*	*
EbitDA, bn RUB	*	*	*	*	*	*	*	*	*	*	*
EbitDA profitability, %	*	*	*	*	*	*	*	*	*	*	*

Data source: X5 Retail Group's data.

Online

In an interview in August 2019, Igor Shekhterman said that X5 is preparing to compete with online players for fast-food consumers. "Earlier we compared ourselves with offline players, but now we say that we work on the food market, and that our competitors are not only traditional players, but also Delivery Club and Yandex.Eda... *

Logistics: data

As of June 30, 2019 X5 Retail Group operates * DCs with total space of * mln sq. m. The share of centralized supplies in H1 2019 was * % against * % in Q1 2019. The company owns * direct import hubs. As of June 30, 2019 the car fleet was * cars. <...>

Logistics: plans

By 2021 the company plans to increase the share of direct import from *% in 2018 to 10%.

Table 11. Planned openings of X5 Retail Group's distribution centers

Region	City	Address	Opening date (plan)	Total space, thousand sq. m
Smolensk Region	Smolensk	Poltavskaya str., 8A (Phoenix park) ⁵⁹	Q4 2019	16
Tatarstan Republic	Zelenodolsk	crossing of M-7 Volga and R-175 Kazan-Yoshkar-Ola federal highways ⁶⁰	Nov. 2019	40.2

Source: the company's data, mass media, INFOline estimations

Interaction with consumers

As of June 30, 2019 three company's retail formats in total saw * million users of loyalty cards, thus the traffic penetration reached *% in Pyaterochka, *% in Perekrestok and *% in Karusel.

Interaction with suppliers

As of December 31, 2018 X5 collaborates with *suppliers. At the same time, the share of TOP 30 suppliers exceeds *%. In 2018 X5 Retail Group started cooperation with * Russian suppliers from 67 regions of 7 Federal Districts: <...>

Corporate events

In 2019, X5 Retail Group became the leader in several categories according to the Emerging EMEA Executive Team 2019 Rating among food retailers from developing countries in Europe, the Middle East and Africa. X5 ranked first in the following nominations: Best CEO (Igor Shekhterman), Best CFO (Svetlana Demyashkevich), Best Investor Relations Program; <...>

International investment projects of X5 Retail Group shareholders



⁵⁸ The net retail revenue is the operational revenue without VAT. It is different from total revenue, which includes franchising and other incomes.

⁵⁹ The construction of the object started in the mid of October 2018.

⁶⁰ Developer - Romex-Kuban construction and development group. The cost of project is about RUB 1 bn. As of February 2019, the final project is being created, all necessary technical requirements are being collected.

In May 2019, it became known that the investment company LetterOne of Mikhail Fridman, Alfa-Group co-owner, can bring the British retail chain Holland & Barrett to the Russian market. Holland & Barrett operates chain stores of healthy food, cosmetics, etc. In May 2019 Holland & Barrett filed an application with Rospatent (Russian Federal Agency for Intellectual Property, Patents and Trademarks) to register its brand. <...>

IT-technologies

Results and expectations. In 2019 the capital expenditures of X5 Retail Group will be about RUB 90 bn, 22% - for IT and business support, and, according to Igor Shekhterman, this share will grow. "Talking about digitalization, I would say that we divide the development into two parts. First of all, for us digitalization means being more effective. Being at least as effective in terms of launching new products as our digital competitors such as Amazon, Yandex, Alibaba and so on. In what ways they are stronger than us? They are stronger than us in that they came out of digital companies, they actually came out of IT-companies" - the top manager said. <...>

*** DEMO VERSION***

Research (full version) contains the description of 8 largest FMCG chains in Russia:

X5 Retail Group N.V. (Pyaterochka, Perekrestok, Karusel); Magnit, PJSC (Magnit, Magnit Family, Magnit Cosmetic, Magnit Apteka); DKBR Mega Retail Group Limited (Krasnoe&Beloe, Krasnoe&Beloe plus, Bristol, Bristol Express, Sem pyatnits, Smart-express, DIXY, Megamart, Minimart, Victoria-kvartal, Victoria, Cash); Severgroup, LLC (Lenta, Utkonos); Auchan Retail Russia (Auchan, Auchan-City, Nasha Raduga, Kazhdy Den, Kazhdy den.Hypermarket, Atak, V shage ot Vas, Auchan Supermarket, Moy Auchan); Metro AG (METRO, METRO Punct, real,-); O'KEY, GK (O'KEY, DA!); Hyperglobus LLC (Globus).

The description of each chan includes news according to the sections:

- Chain development (operational results, plans of further development);
- Performance and expectations (key financial indicators and plans);
- Investment projects;
- New formats (launch and/or plans to launch new formats);
- Store openings (during the last month);
- Store closures (during the last month);
- M&A deals;
- Appointments and resignations;
- Online (development, and/or plans of development of own internet shops);
- Collaboration with external delivery services;
- Private label (key private label of the chain, their development and plans to the future expansion);
- Own production;
- Logistics (opening new distribution centers, the level of supply centralisation, etc.);
- Interaction with consumers (actions, loyalty programs, etc.);
- Interaction with suppliers (working conditions with suppliers, new partners, etc.);
- Corporate events (other news by the chain (judicial proceedings, labor relations, etc.).
- IT projects

A section with regional presence of companies was added.

For perception convenience, planned openings of outlets are given in tables.

*** DEMO VERSION***

About INFOLine products

Amid economic instability, rapid market consolidation and increased price competition, the issue of monitoring and analysis of retail trade, consumer and industrial markets is particularly acute. An effective solution of this problem is possible only in the presence of a professional and highly effective information Department. INFOLine agency is your information department that works for the benefit and development of your business; moreover, all employees will be able to use the services of this department. INFOLine is an independent company. It has been working on the industry research market of Russia since 2001. The market researches on different fields of Russia's industry, construction and real estate market, logistics and FMCG, DIY&Household, conducted by INFOLine specialists in 2005-2019 are the best on market. This was acknowledged by many of our customers and partners. The information is prepared basing on analysis and inquiry of over 1000 largest retail chains in Russia.



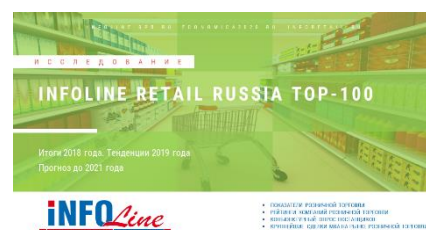
"INFOLine Retail Russia TOP 100. Results of 2018. Tendencies of 2019. Forecast until 2022".

Research "**INFOLine Retail Russia TOP 100. Results of 2018. Tendencies of 2019. Forecast until 2022**" contains:

- A unique rating of retail chains INFOLine Retail Russia TOP-100
- A comprehensive analysis of the retail trade industry and particular segments (FMCG, DIY&Household, furniture, baby products, fashion, appliances and computer equipment, mobile devices, cosmetics and drogerie, pharmacy segment and online retail)
- **NEW!** Expectations of consumer market dynamics in 2019-2021
- **NEW!** Analysis of success stories of the fastest growing and efficient retail chains in Russia
- **NEW!** Description of sales channels and omni-channel strategies of the TOP 100 retail chains
- Analysis of M&A deals, appointments and resignations
- 100 business profiles on retail chains included in INFOLine Retail Russia TOP 100
- Analysis and forecast of retail trade indicators in Russia

Research "**INFOLine Retail Russia TOP 100. Results of 2018. Tendencies of 2019. Forecast until 2022**" contains the following sections:

- **PART I. Indicators of retail trade in Russia** – dynamics of macroeconomic indicators, retail trade turnover, financial condition of households, market structure and level of consolidation of retail trade.
- **PART II. INFOLine Rating of the largest Russian retailers TOP-100** - Russian retail market structure and forecast for 2021. Indicators of INFOLine Retail Russia TOP-100 rating: dynamics of profit and revenue per 1 sq. m by rating segments, net increase of retail space of TOP-100 retail chains. INFOLine Retail Russia TOP-100 Rating by revenue, rank rating, ratings by number of stores and retail space, net revenue, sales density, the fastest growing and fastest-falling chains.
- **PART III. Conjuncture survey of DIY and FMCG suppliers** – sales dynamics of the largest FMCG and DIY suppliers, the share of sales of the largest suppliers through chains segment, sales of the largest suppliers through the Internet, the interaction of the largest suppliers with retail chains, development of companies and state regulation, barriers to suppliers development, etc.
- **PART IV. Largest M&A deals at the retail market** - Analysis of consolidation processes and description of M&A deals by segments, realized in 2018-2019
- **PART V. Appointments and resignations at the retail market** - appointments and resignations of key executive managers in retail companies by segments, as well as in regulative bodies
- **PART VI. Development of online trade** - rating of chains by online sales, key events in the development of online trade in 2018-2019, which can have an impact on the development of offline networks, state regulation of online trade.
- **PART VII. TOP-100 largest chains in Russia** - business profiles include a standardized structured description of operational indicators (number of objects, retail space), financial indicators and performance indicators, key events of the chain, the main formats of trade, investment activity, regional representation, development of logistics and private labels, information about TOP management and beneficiaries, as well as plans and development prospects, descriptions of online shops of chains.



Publication date	June 2019
Method of provision:	Printed and electronic
Standard version	RUB 60,000
Extended version	RUB 100,000
Language	Russian English - on request

Extended version of the research "**INFOLine Retail Russia TOP 100. Results of 2018. Tendencies of 2019. Forecast to 2021**" is available in two formats: the main format is **MS Power Point** or **PDF** and additionally a **MS Excel table** with operational, financial indicators and contact data on chains.

HIT!!! A VARIETY OF INDUSTRY REVIEWS IN A SINGLE INNOVATIVE FORMAT

For more than 15 years, conducting daily monitoring and studying in detail the retail trade of Russia and its individual segments, INFOLine specialists came to the idea of creating a unique product – a PRESENTATION with the results, trends and forecasts of the industry and its individual segments.

"Food retail and the consumer market of Russia. The results of the 2018 and trends for 2019". Development prospects up to 2021"

Content:

- Structured description and analysis of FMCG market trends and prospects
- Scenario forecasts of industry development up to 2021, developed by INFOLine specialists
- Forecasts of development of the largest FMCG chains
- Conjuncture survey of FMCG suppliers: results of 2018, forecast for 2019
- FMCG retail chains (TOP-10) ratings by financial and operational indicators
- FMCG retail chains (TOP-5) ratings in the context of trade formats (hypermarket, supermarket, discounter, convenience store, specialized chains (segments "alcohol" and "meat products"))
- **NEW!** Rating of online retailers in the food market
- **NEW!** Indicators of the commercial real estate market, Rating of shopping centers owners, the largest completed projects, projects under construction, investment plans of the largest developers
- Business profiles on the largest FMCG companies in Russia: X5 Retail Group, Magnit, Lenta, Auchan Retail Russia, Dixy GC, Krasnoe&Beloe, Bristol, Metro AG, O'KEY Group, Globus, Monetka GC and two segment leaders: VkusVill - natural products, Svetofor – hard discounters.

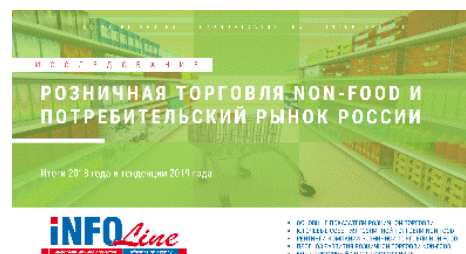


Publication date	June 2019
Price	RUB 150,000
Language	RUS, ENG
	PPT, PDF + Excel

"Non-Food retail and the consumer market of Russia. The results of the 2018 and trends for 2019". Development prospects up to 2021"

Content:

- Structured description and analysis of trends and development prospects in selected markets (DIY&Household and furniture, household,
- computer equipment and mobile devices, fashion and children's products,
- cosmetics and drogeri, pharmacy segment, online trade)
- Scenario forecasts of Non-Food retail development up to 2021, developed by INFOLine
- Coverage not only of retailers developing traditional formats of trade,
- but also the largest representatives of the online segment
- Retail chains (TOP-10) ratings by financial and operational indicators by segments
- of retail trade
- **NEW!** Indicators of the commercial real estate market, Rating of shopping centers owners, the largest completed projects, projects under construction, investment plans of the largest developers
- Business profiles on TOP-chains - leaders in Non-Food retail segments: (Leroy Merlin, IKEA, Fix Price, SAFMAR GC (M.Video and Eldorado), DNS, Sportmaster, Detsky mir, PROTEK GC, L'Etoile, Wildberries, Inditex)
- Ozon, Aliexpress Russia, Yandex Group.Market



Publication date	June 2019
Price	RUB 150,000
Language	RUS, ENG
	PPT, PDF + Excel



▪ **FINISHED RESEARCH IN THE AREA "RETAIL TRADE OF THE RUSSIAN FEDERATION"**

Name	Content	Publication date	Price
Industry review "Food retail and the consumer market of Russia. The results of the 2018 and trends for 2019". Development prospects up to 2021" PDF+PPT	Overview of the development of the food retail industry. Analysis of consumer behavior of the population and state regulation. FMCG retail industry performance overview. Ratings of FMCG segment retailers by revenue, number of retail outlets, retail space, formats. Description of online trade development in the FMCG segment. Forecasting of the main indicators of the industry development.	June 2019	RUB 150,000
Industry review "Non-Food retail and the consumer market of Russia. The results of the 2018 and trends for 2019". Development prospects up to 2021" PDF+PPT	Overview of indicators of the consumer goods retail industry as a whole and each segment separately: DIY, Household and furniture, household and computer equipment and mobile devices, fashion and children's products, cosmetics and drogerie, pharmacies, online-trade. The review includes ratings of FMCG segment retailers by revenue, number of retail outlets, retail space, formats. Overview of the vector of development of the industry by describing the most important events. Forecasting of the main indicators of the industry development.	June 2019	RUB 150,000
Industry review "Production of food and beverages in Russia. The results of the 2018 and trends for 2019" PDF+PPT	Analysis of the state of the food industry as a whole and individual segments (meat, fish, oil and fat, dairy, flour, confectionery, cereals, pasta, sugar, tobacco, etc.). Review of the dynamics of food production, consumption and sales. Analysis of indicators of export, import of products and international activities of companies. Analysis of current trends in the food market. Formation of the rating of the largest food industry companies in Russia.	April 2019	RUB 150,000
Review "INFOLine Retail Russia TOP 100. Results of 2018. Tendencies of 2019. Forecast until 2022" .	Ranking and comparative analysis of operational and financial indicators of the 100 largest retail chains in Russia in the following segments: FMCG, fashion, DIY&Household and furniture, household and computer equipment and mobile devices, pharmacies, cosmetics, perfumes and drogerie, children's products, and online. Structured description of the 100 largest retail chains in the format of business profiles, as well as analysis of M&A transactions in retail. Analysis of trends in online trade and omnichannel strategy of TOP-100 retailers in Russia.	June 2019	RUB 100,000
HIT! Research "DIY Market in Russia. Results of 2018. Tendencies of 2019. Forecast until 2022" . PDF+PPT+Excel TOP 50 retail chains	Analysis of the state of retail trade in construction (Hard DIY) and finish materials (Soft DIY), analysis of key trends of DIY market development. Comparative analysis of operational and financial indicators of the largest universal and specialized DIY retail chains. Analysis of the development of the main formats of DIY retail chains, description of trends in the development of online trade. Description of regional development of retail and wholesale-retail DIY trade in Russia. Description of the largest DIY retail chains businesses	June 2019	from RUB 50,000
Industry review "Current trends in the food market of Russia and the world: 2018-2019." PDF+PPT	Description of global and Russian trends in the production and promotion of food. Analysis of the activities of key industry participants. The best world and Russian practices in product development in the form of examples and descriptions. TOP-250 Russian novelties in different categories of food.	March 2019	RUB 70,000

The periodic industry report "Russian consumer market and FMCG retail chains rating"

Contains structured information on retail chains development, new stores openings, new formats, merges and acquisitions, corporate events, logistics, results and expectations, investment plans and interaction with suppliers of the leading FMCG chains. The review also contains: macroeconomic indicators, statistic data and analytic information on retail trade and retail chains in Russia in the reporting period.

The periodic industry report "Russian consumer market and FMCG retail chains rating" contains:

Operational results of TOP 200 FMCG chains

- Rating of Russia's FMCG retail chains by number of outlets
- Rating of Russia's FMCG retail chains by retail space volume
- Rating of Russia's FMCG retail chains by revenue

Section I. Development of retail trade in Russia

- Macroeconomic retail trade indicators
- Government regulation of retail trade
- Structure of retail turnover by categories of products and organizations.
- Regional structure of retail trade turnover.
- Food market inflation.
- Consumer incomes and expenditures
- The state of the banking system and the dynamics of loans and deposits of the population
- Consumer expectations and confidence index.

Section II. Major developments in the FMCG retail trade

- Marking of products
- Events in the market of online sales and FMCG delivery
- The most important events that can have an impact on FMCG retail trade in Russia
- Activity of INFOLine

Section III. Cases on the Russian retail development

Section IV. FMCG retail chain development events and plans (TOP-200)

Appendix 1. Structure of retail turnover by subjects of the Russian Federation in 2014-2019

Annual subscription by link [Russian consumer market and FMCG retail chains rating: Results of 2018-2019](#). Review with results of the year by link [Russian consumer market and FMCG retail chains rating: Results of 2018](#).

Periodic quarterly review Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating

Contains analysis and structured description of the consumer market and the most important events that can affect the online trade in food products, including state regulation of trade activities of online stores (adoption of laws, legislative initiatives), quarterly monitoring of the largest online stores and delivery services (information on key events, operational, financial and investment activities).

Periodic quarterly review **Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating** contains:

- Availability of online stores of the largest FMCG chains
- Rating of FMCG online stores, marketplaces and delivery services
- Traffic statistics of websites of online stores, marketplaces and delivery services

Section I. Regulation of online trade

- Government regulation of online trade and online trade in the FMCG segment.

Section II. Events and trends in the online trade industry

Section III. Cases on the development of online trade

Section IV. Delivery service indicators and key events

Section V. Indicators and main events of online stores of the largest FMCG chains

Section VI. The largest marketplaces and online retailers in the Food market

Section VII. Projects of Yandex and Mail.ru Group

Annual subscription by link [Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating. Results of 2018-2019](#). Review with results of the year by link [Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating. Results of 2018](#).



Publication date:	on monthly basis
Number of pages:	From 150
Method of provision:	electronic version
Price of single purchase	20 000
Price of year (12 months) subscription, RUB	120 000 / 150 000
Language of provision	Russian or English



Publication date:	every quarter
Number of pages:	From 70
Method of provision:	electronic version
Price of single purchase	50 000
Price with year subscription (4 quarters), RUB	100,000
Language of provision	Russian



PERIODIC PRODUCTS

Name	Content	Periodicity	Price
<p>HIT! <u>Russian consumer market and FMCG retail chains rating</u></p> <p>PDF + Excel Available in English!</p>	<p>The monthly analytical report contains analysis of development and characterization of events in retail trade and consumer market of Russia, structured description, comparative analysis, monitoring of investment activity and dynamics of organic growth, ranking of operational and financial indicators of more than 200 largest FMCG retail chains in Russia.</p>	On monthly basis	RUB 10,000 When subscribing for a year
<p>NEW! <u>Foodtech: online trade and delivery services, INFOLine Russia TOP online food retail Rating</u></p> <p>PDF</p>	<p>Analysis of trends in the development and state regulation of online trade in food and related products in Russia. Consumer behavior within the omnichannel shopping model. Structured description, comparative analysis, monitoring of operational, investment and financial activities of FMCG online stores, online hypermarkets, marketplaces and delivery services. Rating of online stores and delivery services INFOLine Russia TOP online food retail.</p>	Every quarter	RUB 50,000 (RUB 000 - when subscribing for a year)
<p><u>Bank of novelties at food market:</u></p> <ul style="list-style-type: none"> - milk and dairy products - confectionery - frozen food - oils, fats and sauces - meat products, etc. <p>PDF</p>	<p>Review of novelties produced by manufacturers of food and consumer goods. The description of the new products contains: product image, list of ingredients (for foreign novelties also in the original language), the date of market launch, the website of the manufacturer, the characteristics of the implementation, the type of packaging and other necessary information about the competitive product.</p>	On monthly basis	RUB 10,000
<p>HIT! Thematic news Retail trade of the Russian Federation:</p> <ul style="list-style-type: none"> - FMCG chains - DIY market - industry news (meat, dairy, bakery industries, etc.) - commercial real estate <p>HTML+PDF+Word</p>	<p>Thematic news is operative and periodic information about the branch of the Russian economy you are interested in, prepared by monitoring the activities of Russian and foreign companies, thousands of business and industry media, news agencies, federal ministries and local authorities.</p>	Daily/ Weekly	from RUB 5,000
<p><u>INFOLine Summary Retail trade of the Russian Federation</u></p> <p>HTML+PDF+Word</p>	<p>A digest of the most relevant events in the industry according to individual criteria. You can order translation of INFOLine Summary into foreign languages. An ideal solution for operational daily informing of TOP managers of the company about the situation in the market.</p>	Individually	from RUB 10,000

ANALYTICAL DATABASES ON RETAIL TRADE CHAINS

Analytical databases provide opportunities to analyze, evaluate and forecast the development of retail trade and consumer market in Russia. Includes structured description, comparative analysis and ranking of operational and financial indicators of FMCG, DIY&Household, furniture segment chains in Russia. Also includes information on logistics, distribution centers of networks are described, the description of the main formats of trade in the retail market.

INFOLine analytical databases contain contact information, information on TOP management (General Director, Director for purchases, Financial Director, IT Director), the total number of stores, total retail space and financial indicators of chains, regional presence, the number of distribution centers, etc.

Name	Content	Publication date	Price
<p>HIT! Analytical database 700 <u>FMCG chains of Russia. 2019</u> PDF, Excel bonus when purchasing an extended version</p>	The database contains the main macroeconomic indicators of retail trade and indicators of the largest retail chains, the history of development, the current state and prospects of the FMCG retail chains, ratings of FMCG chains by operational, financial indicators, logistics and formats.	June 2019	from RUB 60,000
<p>HIT! Analytical database 300 <u>universal DIY chains of Russia. 2019</u> PDF, Excel bonus</p>	The database contains a description of the largest players in the DIY market, the Top ranking of the largest DIY operators in Russia, which includes net revenue, revenue per area unit, financial indicators, EBITDA dynamics and debt burden, and more.	June 2019	RUB 35,000
<p>Analytical database 300 <u>universal DIY chains of Russia. 2019</u> PDF, Excel bonus</p>	The database contains comparative analysis and ranking of operational and financial indicators of more than 50 largest specialized DIY chains. Ratings of specialized DIY chains by areas: doors, insulation and roofing materials, ceramic tiles, fasteners, paints, flooring, wallpaper, plumbing, power tools.	October 2019	RUB 35,000
<p>NEW! Analytical base 200 <u>retail chains Household and home furniture of the Russian Federation. 2019</u> PDF, Excel bonus</p>	The database contains a comparative analysis and ranking of operational and financial indicators of the largest retail chains Household and home furniture chains. A structured description of the largest players in the Household and home furniture market.	December 2018 / Updated November 2019	RUB 60,000

Periodical products for the food industry, agriculture and retail trade, etc.

Product name	Product description	Periodicity	Price, RUB per month
Thematic news Retail trade of the Russian Federation	Operational and periodic information about the branch of the Russian economy you are interested in	Daily	5 000
Thematic news Food Market (more than 15 areas of the food industry!)		2 times a week	6 000
Periodic monthly review Bank of novelties in the food industry market	Overview of new products in the food market of the Russian Federation and abroad	1 time per month	12 500

Attention! *The above set of products and areas is not complete.*

In addition to initiative ready-made products, INFOLine allows customers to receive a range of individual information services to solve specific problems arising in the course of the company's activities. These are custom-made researches, compilation of databases, assortment and price monitoring, individual monitoring at the request of clients, etc.

