



Russian Consumer Goods Market Webinar

Online - March 5, 2020
11am EST | 8am PST | 7pm (Moscow)

Russian Federation is an upper-middle income economy, transition country, emerging financial market, and G8 member. It is the largest country in the world; leading producer and exporter of natural gas in the world, and second largest producer and exporter of petroleum in the world.

Russia is increasingly becoming a consumer society. The main purchase factors are the brand, quality and the longevity of the product. Price is often a secondary determinant although it is taken into account. About 3/4 of Russians are interested in trying new products with 25% of purchases made for an immediate need.

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AGENDA: Market overview by U.S. Commercial Service;
Economic and future trends overview – Macro-Advisor Consulting Agency;
Certification/registration/chipping systems - Best Logistics Company;
Learn from our experience – Nike

Russian market is open to American products in the following consumer goods sub-sectors:

- beauty products
- textiles and apparel
- footwear
- bags and luggage
- consumer electronics
- home and gardening
- kids' products
- interior design
- sport and fitness
- pet care products

Consumption metrics 2019

Type of purchase

30% of Russian buyers are shopping enthusiasts who enjoy shopping even when they do not need to buy anything

87% make online purchases
51% make online purchases at least once a month

COST: \$50

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