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Convenience plays a major role in Confectionery sales, owing to the impulse nature of the category.

Convenience Stores were the most important retail outlets for Confectionery in 2012, accounting for XX% of sales by value. However, this is more than the XX% share of overall Food markets controlled by Convenience Stores, with the increased importance of Convenience Stores highlighting Confectionery’s role as an impulse food.

Hypermarts & Supermarkets and Department Stores are the second and third most important retail formats for confectionery in value terms. This is owing to the impulse nature of the category, where non-grocery retail formats such as Department Stores also constitute one tenth of the Confectionery Sales in Russia, compared to a XX% share in the overall food market. Confectionery distribution channels are highly diverse, with Vending Machines also holding XX% share, again due to the impulse nature of the category.

**Chocolate - Key Retailers**
- Convenience Stores: XX.X%
- Hypermarkets & Supermarkets: XX.X%
- Department Stores: XX.X%

**Gum - Key Retailers**
- Convenience Stores: XX.X%
- Hypermarkets & Supermarkets: XX.X%
- Department Stores: XX.X%

**Sugar Confectionery - Key Retailers**
- Convenience Stores: XX.X%
- Hypermarkets & Supermarkets: XX.X%
- Department Stores: XX.X%
Busy life style impacting Confectionery market, as small size products increasing considered for snacking

Russia’s aging population is driving the demand for small portions of better quality food. A steady growth in GDP and increased disposable income are among the driving factors in the Foodservice sector. Branded coffee chains and restaurants are popular amongst youths. Busy lifestyles are creating demand for convenience food that saves time and is easy to eat, creating opportunities for Confectionery.

**Eating In**

- Smaller pack size of XXgm are gaining popularity, compared to XXgm packs. Busy lifestyles and on-the-go consumption support small portion confectionery as snacking products.
- Pocket size chocolate, nuts, and seeds covered with chocolate also gained popularity as over XX% of Confectionery in Russia was chosen by consumers looking for products to help with their busy lives.
- Low Fat diets are increasing in Russia, which could impact Confectionery sales due to high fat content. Marketers are innovating small portion packs so Russians can indulge without feeling guilty.
- Russia’s per capita annual Confectionery Consumption is X kg, which is low compared to the UK, Germany, and France all with consumption rates above X kg, which indicates higher growth opportunities for marketers to promote this indulgent treat as an inexpensive luxury, targeting both premium and value conscious consumers.
- Consumers are looking for new taste and variety, where traditional bars with new fillings are particularly popular amongst the youth. Praline chocolate is the most popular format in Russia, followed by Molded bars.

**Eating Out**

- The Russian foodservice market grew in value from RUBX,XXX million in 2007 to RUBX,XXX million in 2012. The Russian foodservice sector has been recently driven by the aging population with a shift in consumer preferences towards nutritional and healthy eating.
- Delayed marriages have increased the number of single households impacting eating habits, creating opportunity for Eating Out options and packaged food as well.
- The increasing health-consciousness of Russian’s consumers is also forcing operators to offer healthier options on their menus.
- In 2012, the profit sector accounted for XX.X% of Russia’s total foodservice sales with the Restaurants channel accounting for over XX.X% value share, predominantly as a result of increased sales in full-service and quick-service restaurants.
- The cost sector accounted for X.X% of Russia’s total foodservice market sales in 2012. Within the cost sector sales, the Healthcare channel accounted for the largest proportion of sales with XX.X% in 2012, followed by the Education channel with XX.X%