

MAJOR DOMESTIC APPLIANCES IN RUSSIA: IS THE MARKET FINALLY TURNING AROUND?

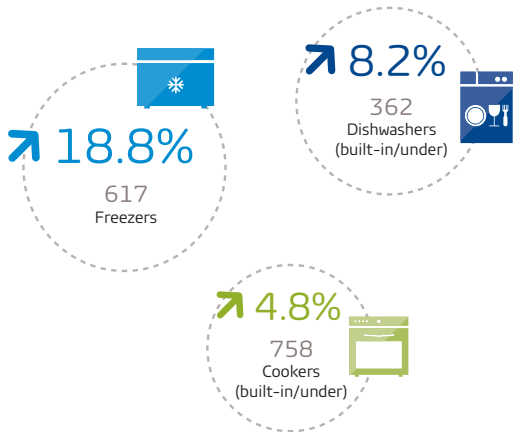


Sales for major domestic appliances (MDA)* improved in 2016

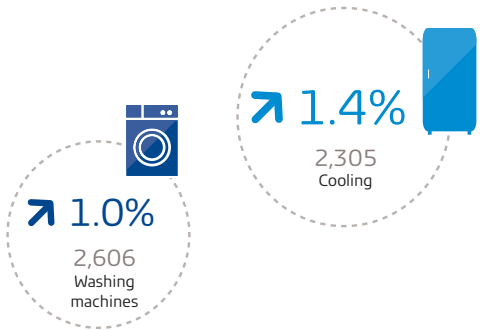


* Washing machines, tumble dryers, dishwashers, cooling, freezers, cookers/ovens, built-in hobs, hoods, microwave ovens

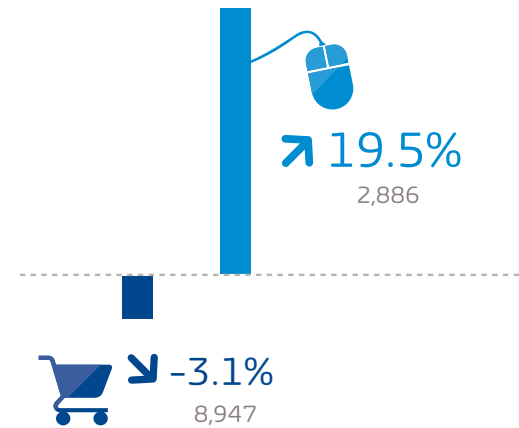
The Top three fastest growing product groups include higher-priced built-in solutions



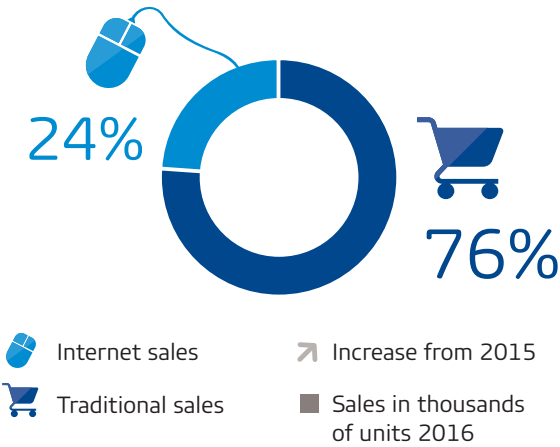
Moderate growth within the biggest MDA product groups also contributes to the overall positive trend



Online sales drive market growth



The online channel accounts for one quarter of overall sales



If you want to find out more about the Russian or any other MDA market around the world, please contact Torsten Meyer at torsten.meyer@gfk.com.