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## Russian credit card spending abroad in 2013

July 2013

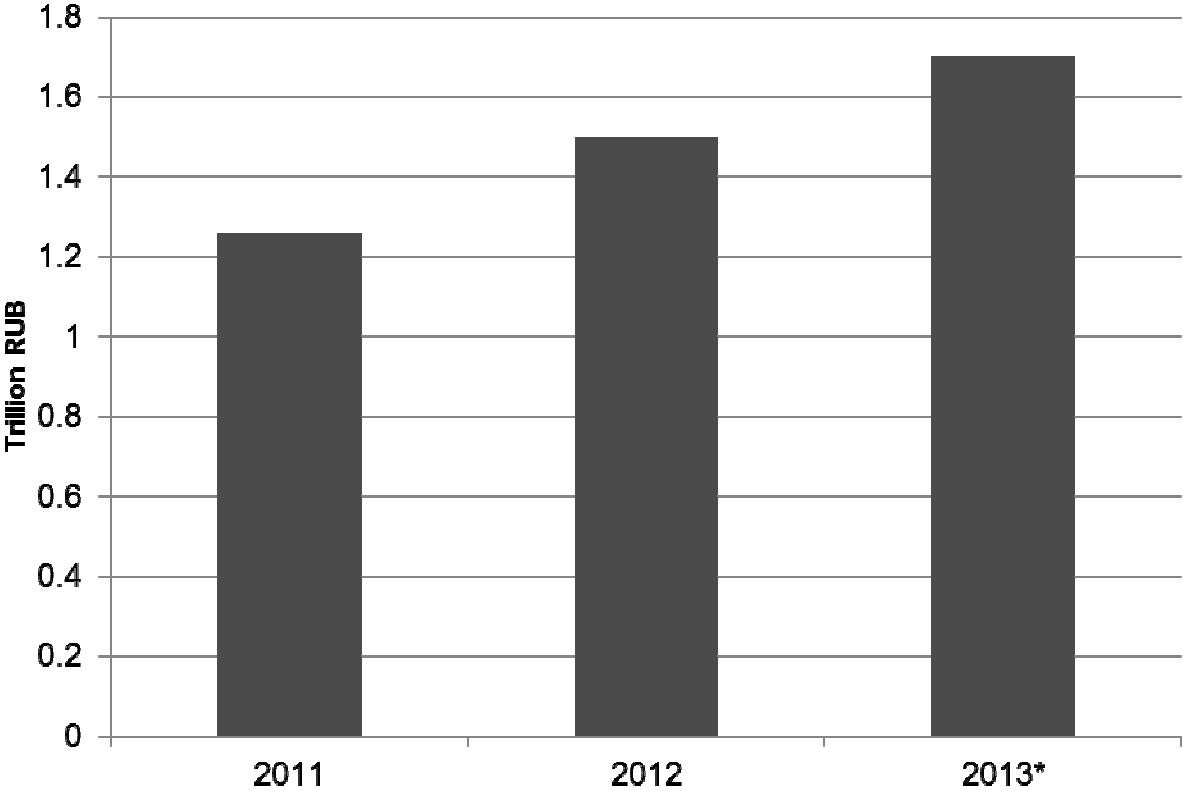


# Methodology

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- Statistics on purchases made by customers using Citibank credit cards served as the basis for the research.
- The research analyzed data for the period from early 2007 to June 2013, and in 2013 the sample was no less than 500,000 customers, selected at random. The sample included only men and women aged 22 years or older with a monthly income of not less than 9,000 rubles, residing in 11 cities in Russia (Moscow, St. Petersburg, Volgograd, Yekaterinburg, Kazan, Nizhny Novgorod, Novosibirsk, Rostov-on-Don, Ryazan, Samara and Ufa).
- Projections for the full year 2013 were based on analyzed data for the first 6 months of 2013 and statistical trends for the last three years.
- In addition to Citibank's proprietary statistics, the forecast relies on the official Russians' travel abroad data available at <http://www.russiatourism.ru>; as well as the public information on the cost of tours.
- This methodology is generally in line with the methodology of research in 2012.

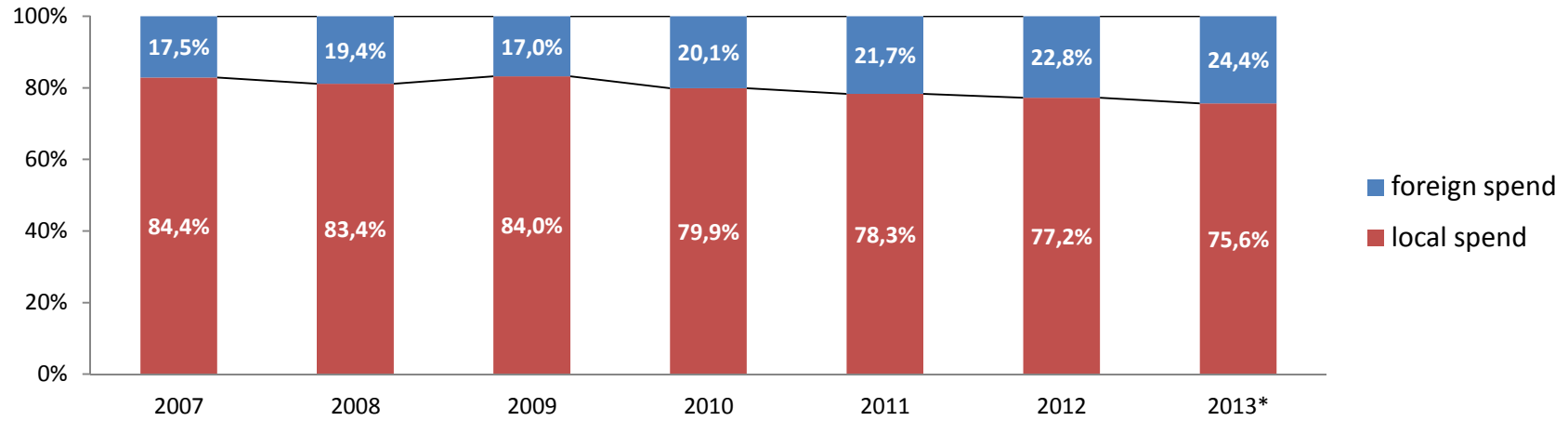
# Spending trends of Russians abroad



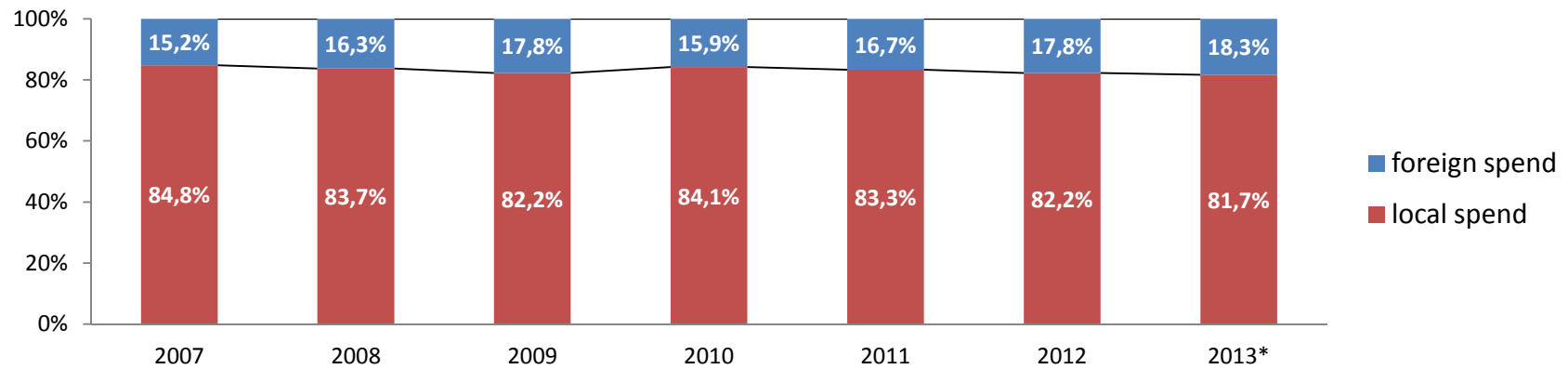
\* Forecast (includes spending on travel incurred through Russia-based travel agencies)

# Dynamics of changes in foreign spending

Share of spend abroad (as % of all payments made during the year)



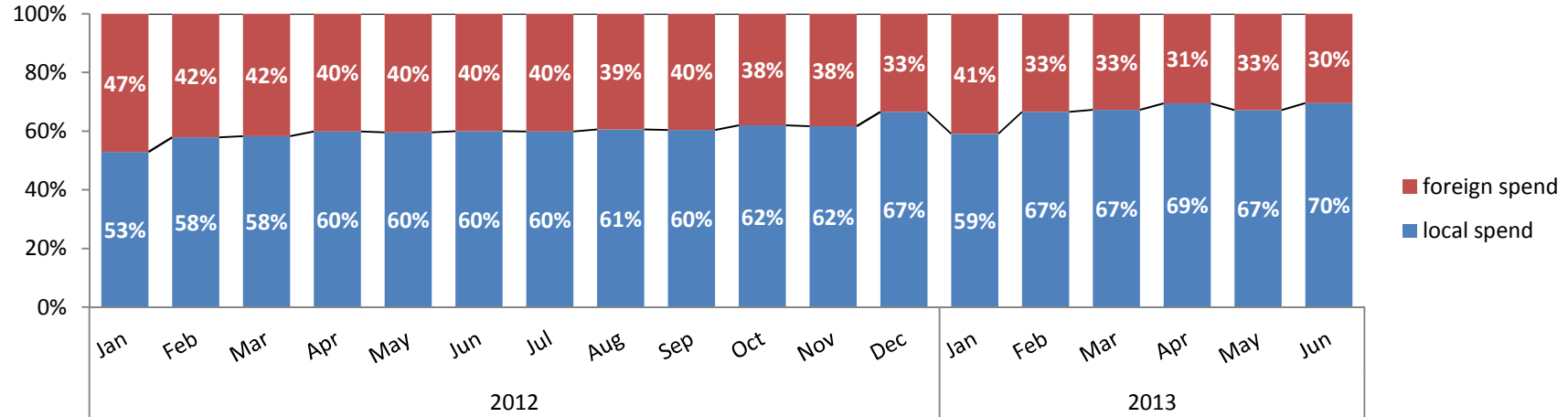
Share of spend abroad (as % of all payments made during the year), excluding spending via the Internet



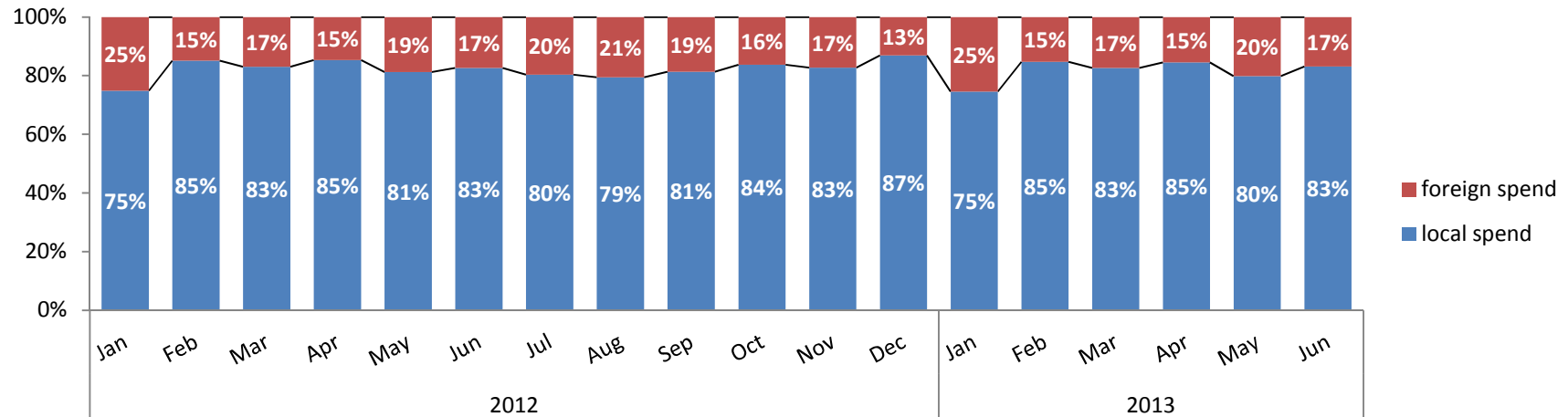
\* Forecast

# Dynamics of changes in foreign spending (cont.)

## Internet spend

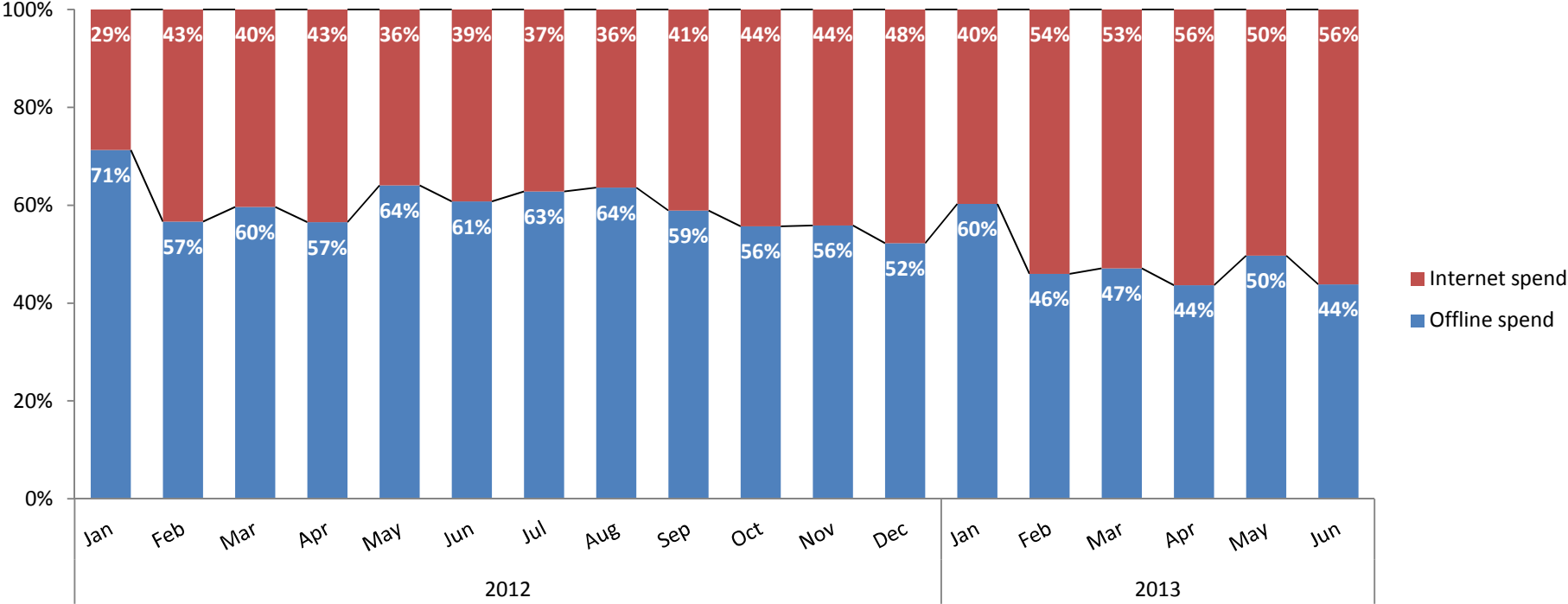


## Offline spend

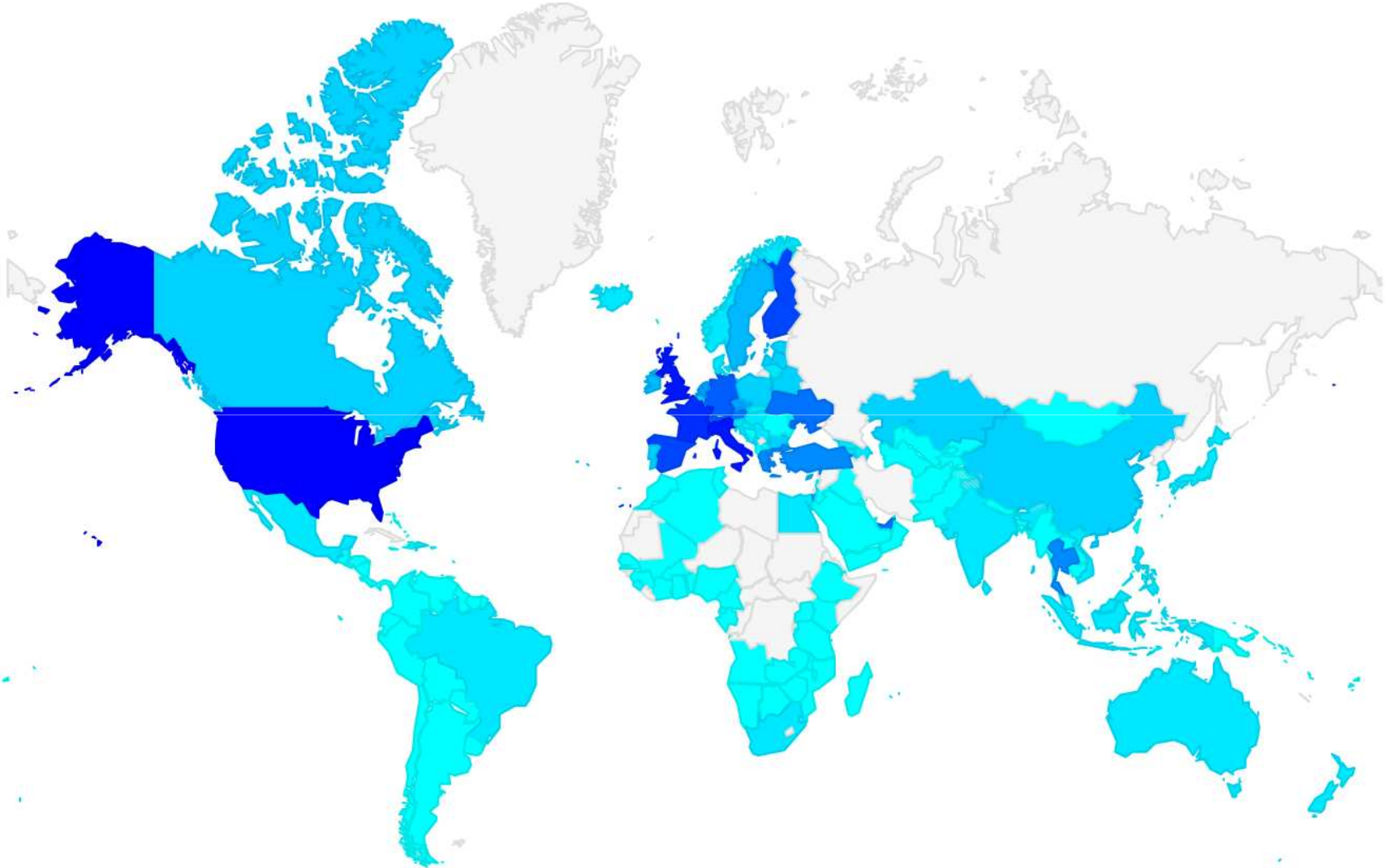


# Share of Internet spend abroad

## Spend abroad



# Geography of foreign spending

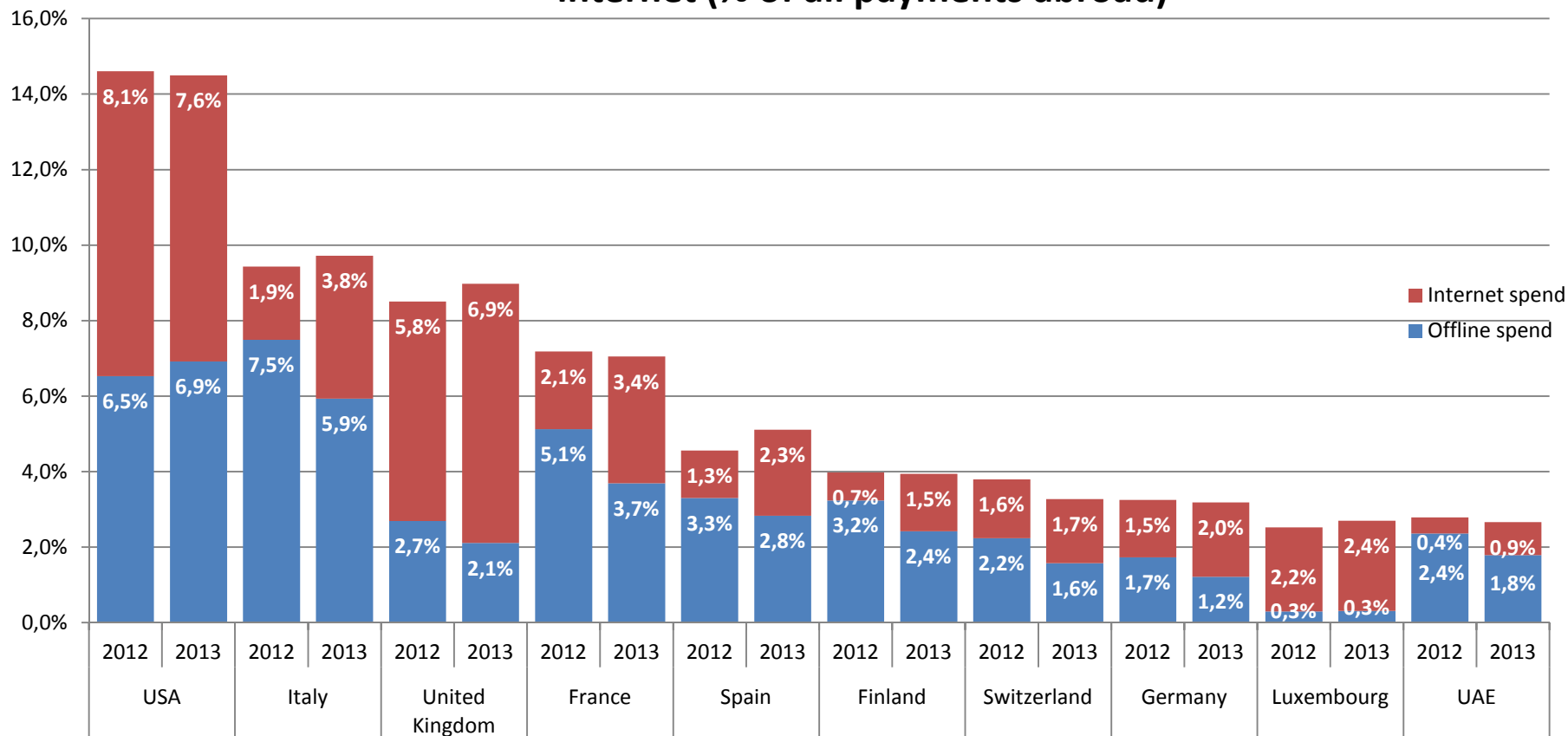


0 - 10	10 - 50	50 - 100	100 - 150	150 - 200	200 - 270	270 - 350	350 - 450	400 - 650	650 - 800	800 - 1200	1200 - 2000	Million RUR
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# Most popular countries

Top 10 countries by volume of payments, including spending via the internet (% of all payments abroad)

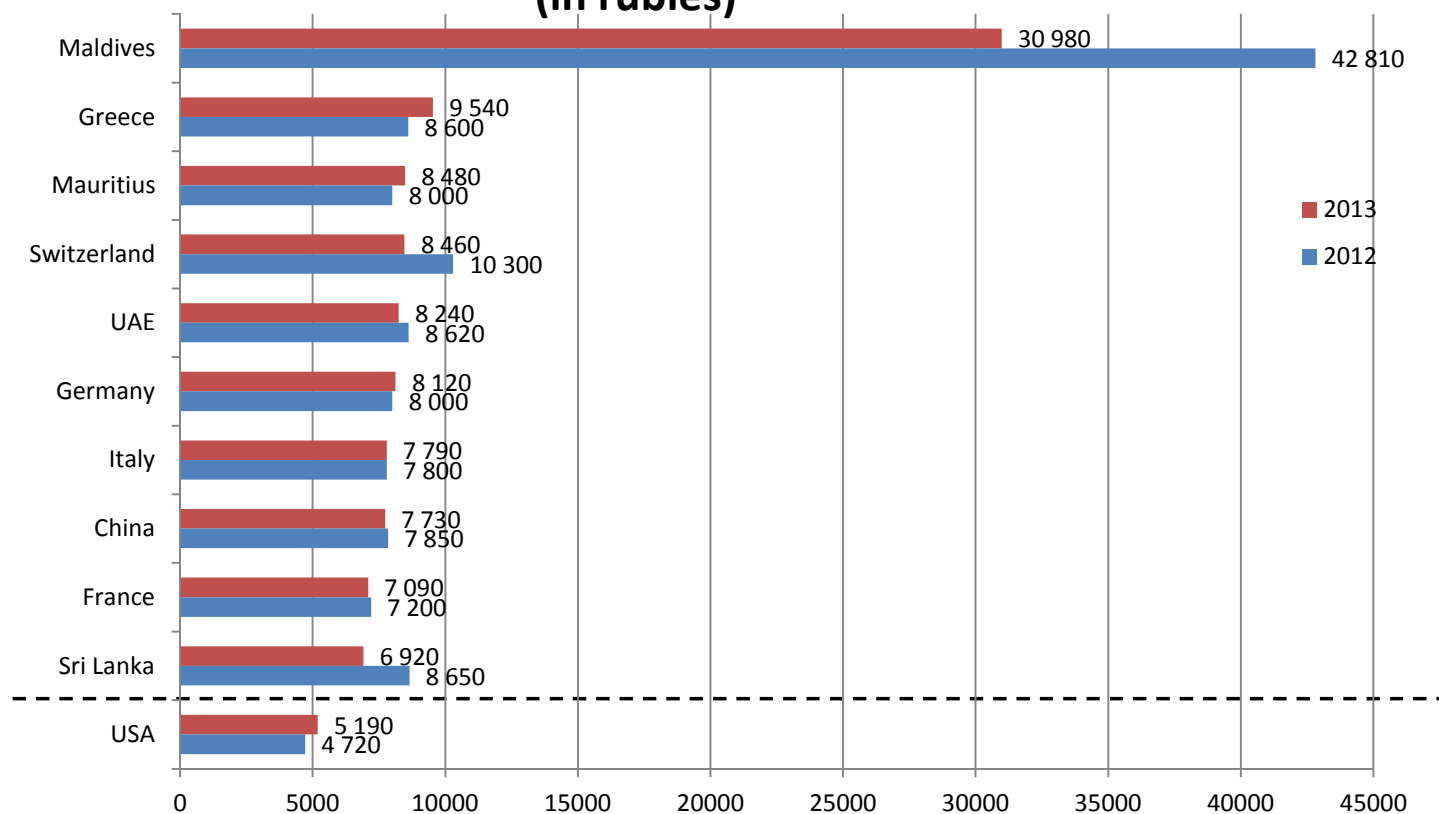


This year, the leaders again remained unchanged, with the exception of Luxembourg and Austria moving ahead of the United Arab Emirates.



# Most expensive countries

**Top 10 countries by average transaction size  
(in rubles)**



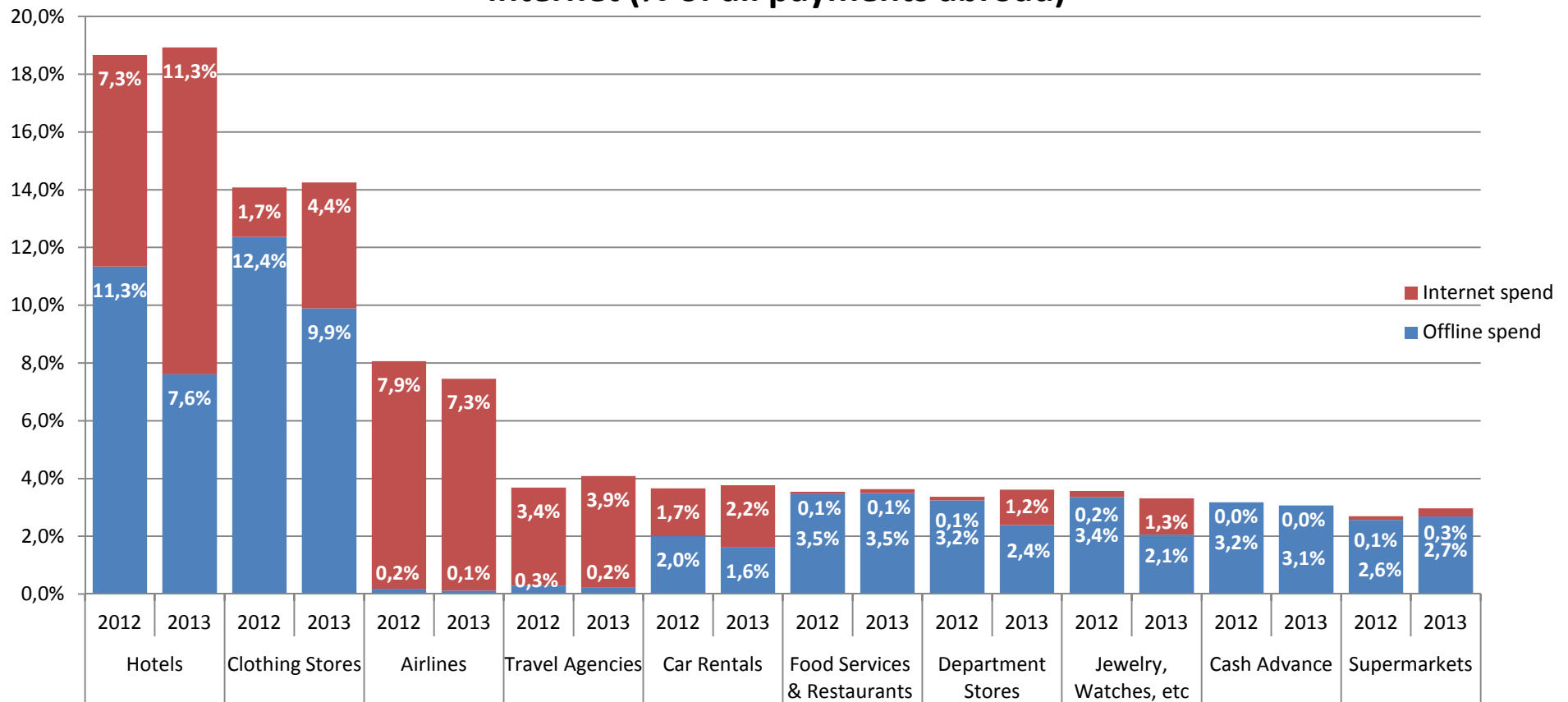
This year's biggest purchases by Russians were made in the Maldives, Greece and Mauritius. In 2012, the leaders were the Maldives, Switzerland and Greece.

The average transaction size is comparatively higher in countries with well-developed shopping, and hotels account for the largest transactions (such as the Maldives).

Rating includes only countries in which during the first half of 2013 there were more than 1,000 transactions

# Most popular categories

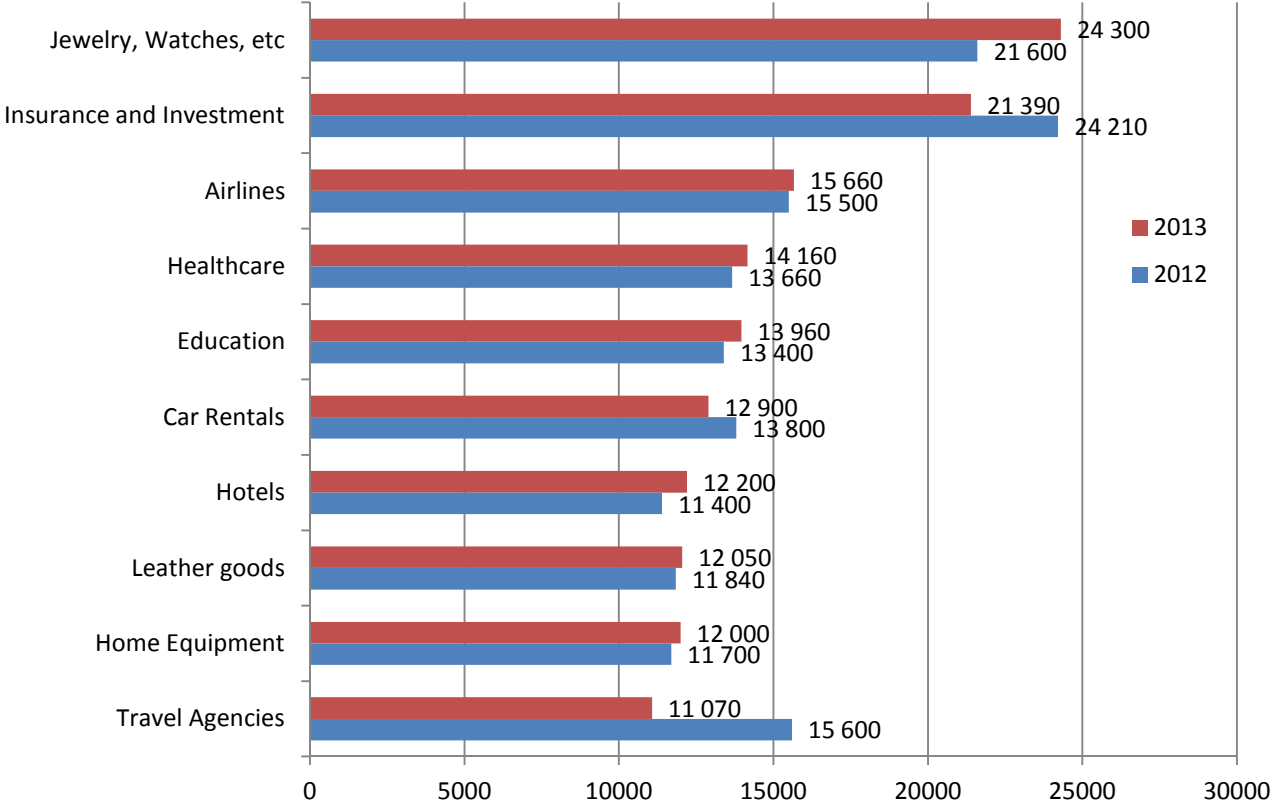
Top 10 categories on volume of payments, including spending via the internet (% of all payments abroad)



Changes in the structure foreign spending show a shift toward increased online shopping in categories such as hotels and car rental. This is due to an increase in trust in online shopping and hence a larger pre-payments. The Jewelry category rose by 2 positions

# The most expensive categories

**Top 10 categories by average transaction size (in rubles)**

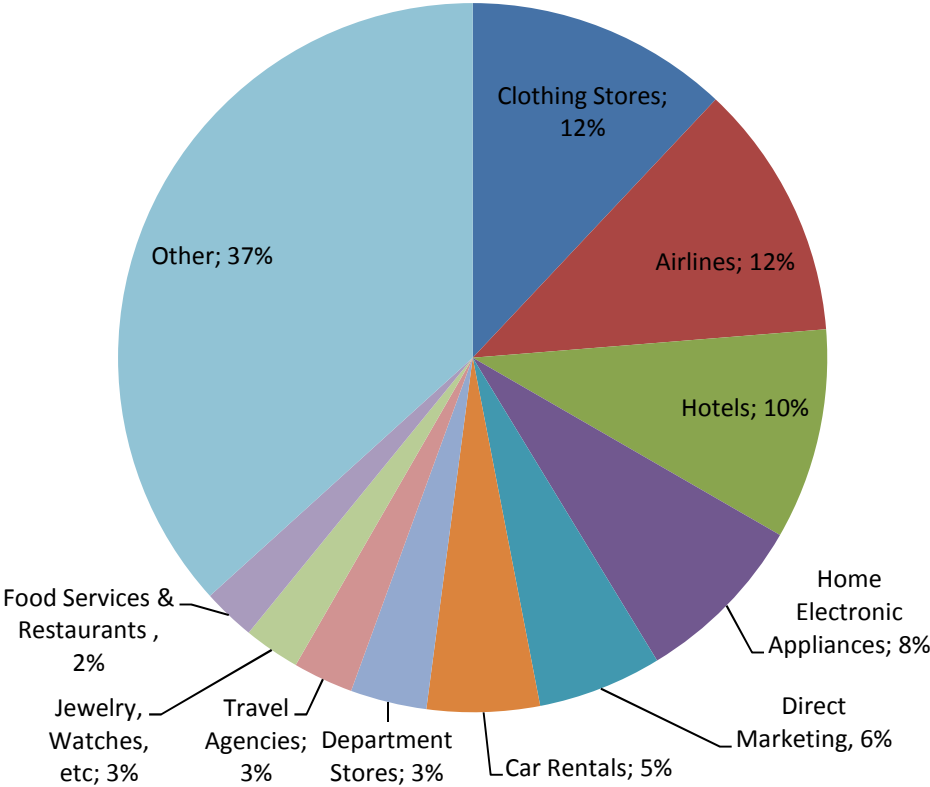


Rating considers only those categories for which during the first half of 2013 there were more than 1,000 transactions

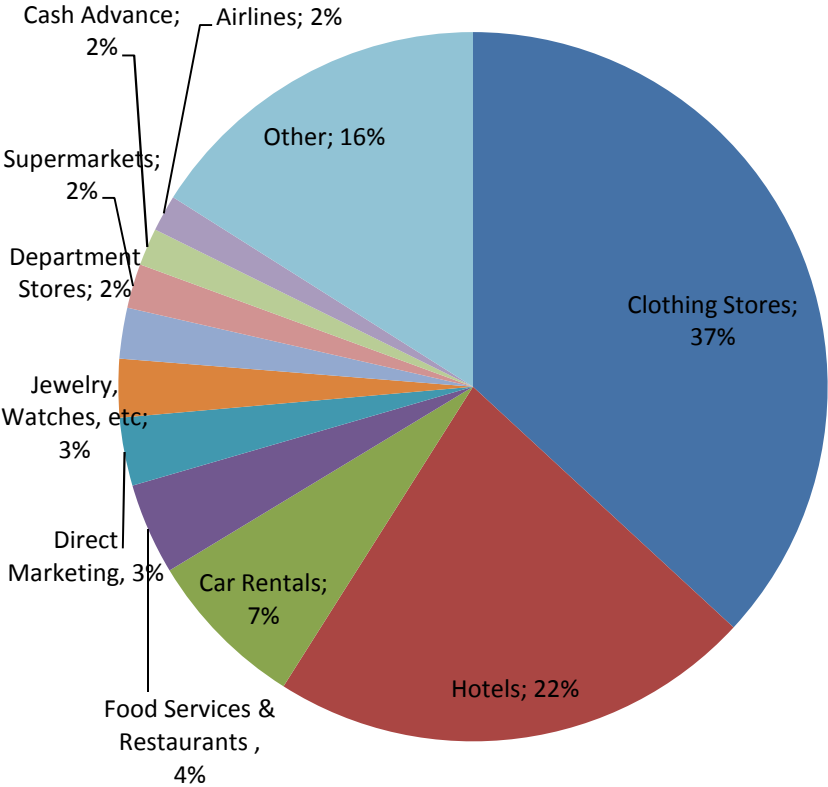


# Top 10 most popular categories in the leading countries

USA



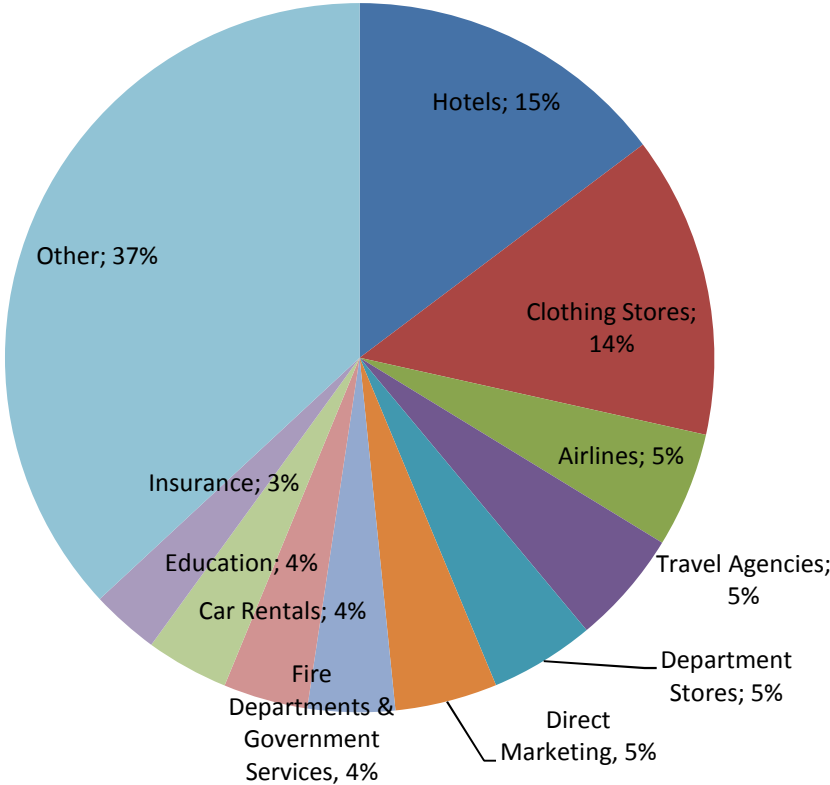
Italy



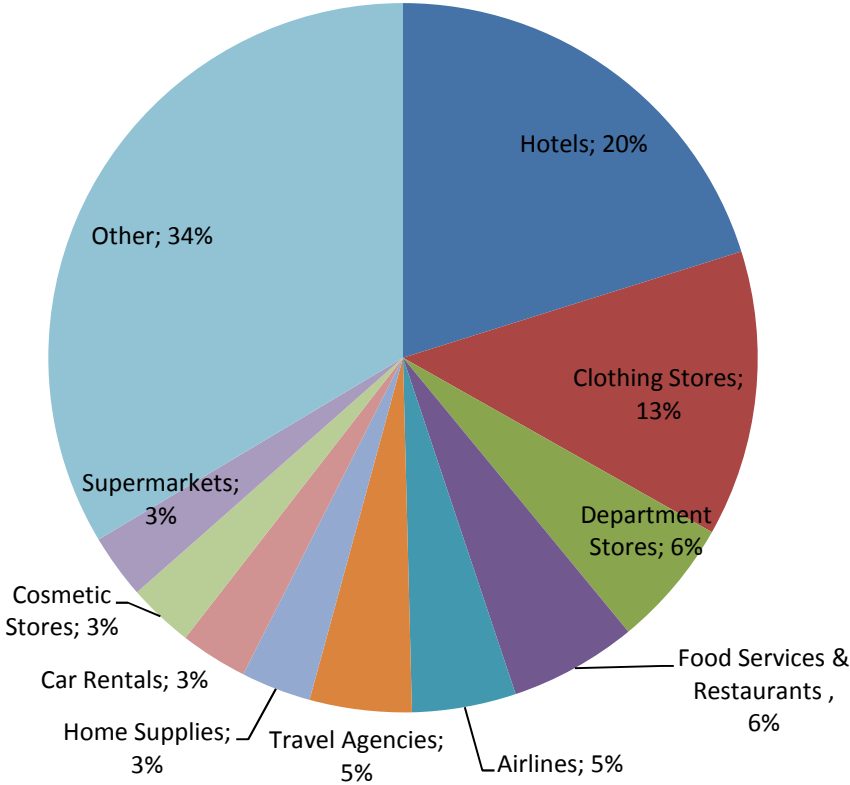
In the US the spend on clothing and shoes is almost as much on airplane tickets; in Italy most spending is on clothes and shoes – 37%.

# Top 10 most popular categories in the leading countries

United Kingdom



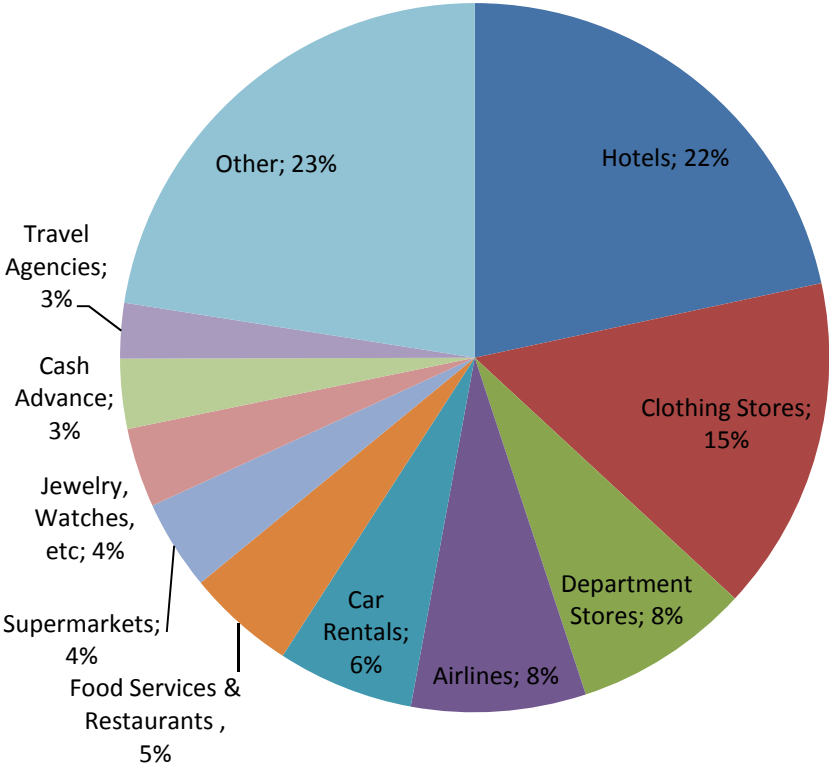
France



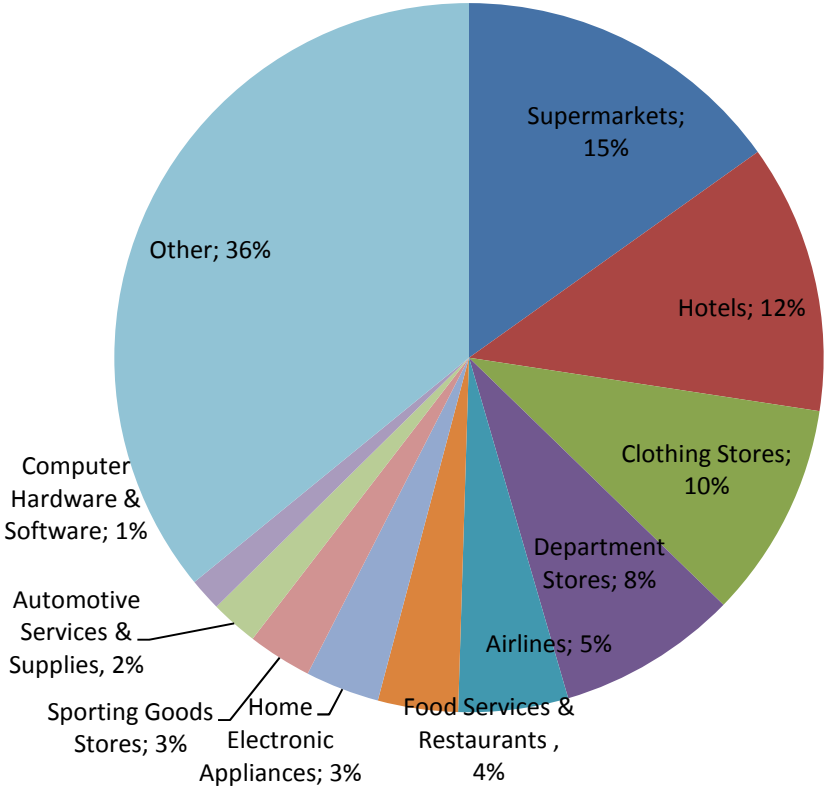
In the United Kingdom, spending on clothing and shoes equals that of hotels. In France, spending on hotels is predominant followed by clothes and shoes.

# Top 10 most popular categories in the leading countries

Spain



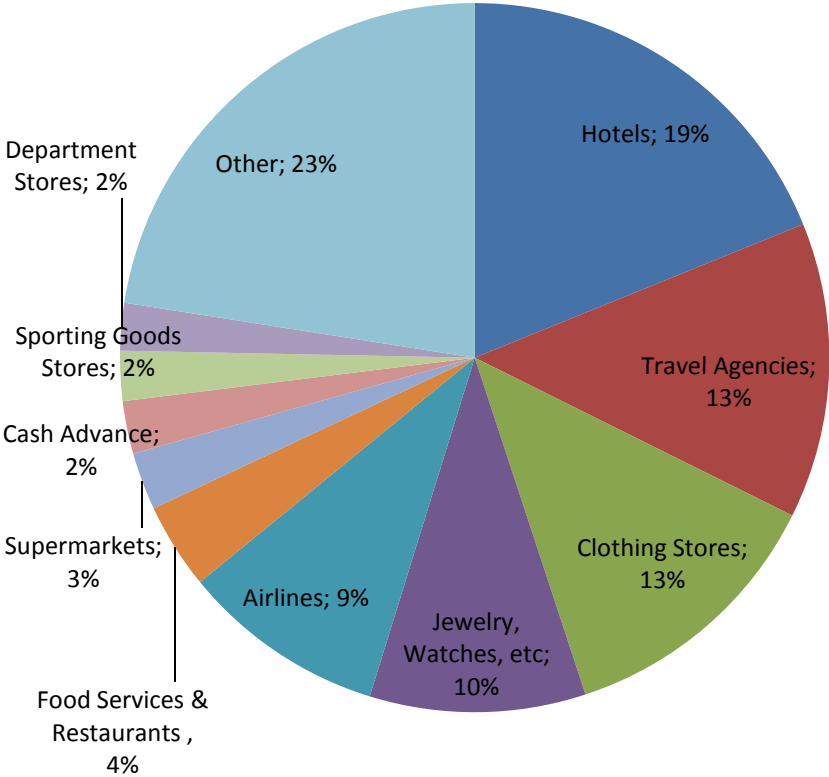
Finland



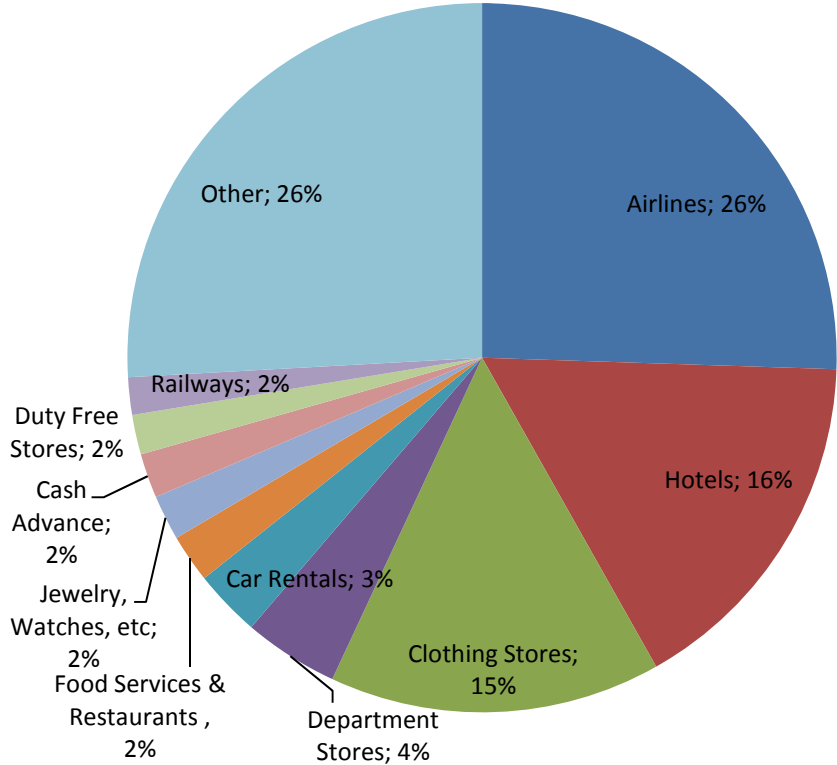
In Spain, spending on hotels, followed by clothing.  
 In Finland spend in supermarkets, hotels and clothes.

# TOP 10 most popular categories in the leading countries

Switzerland

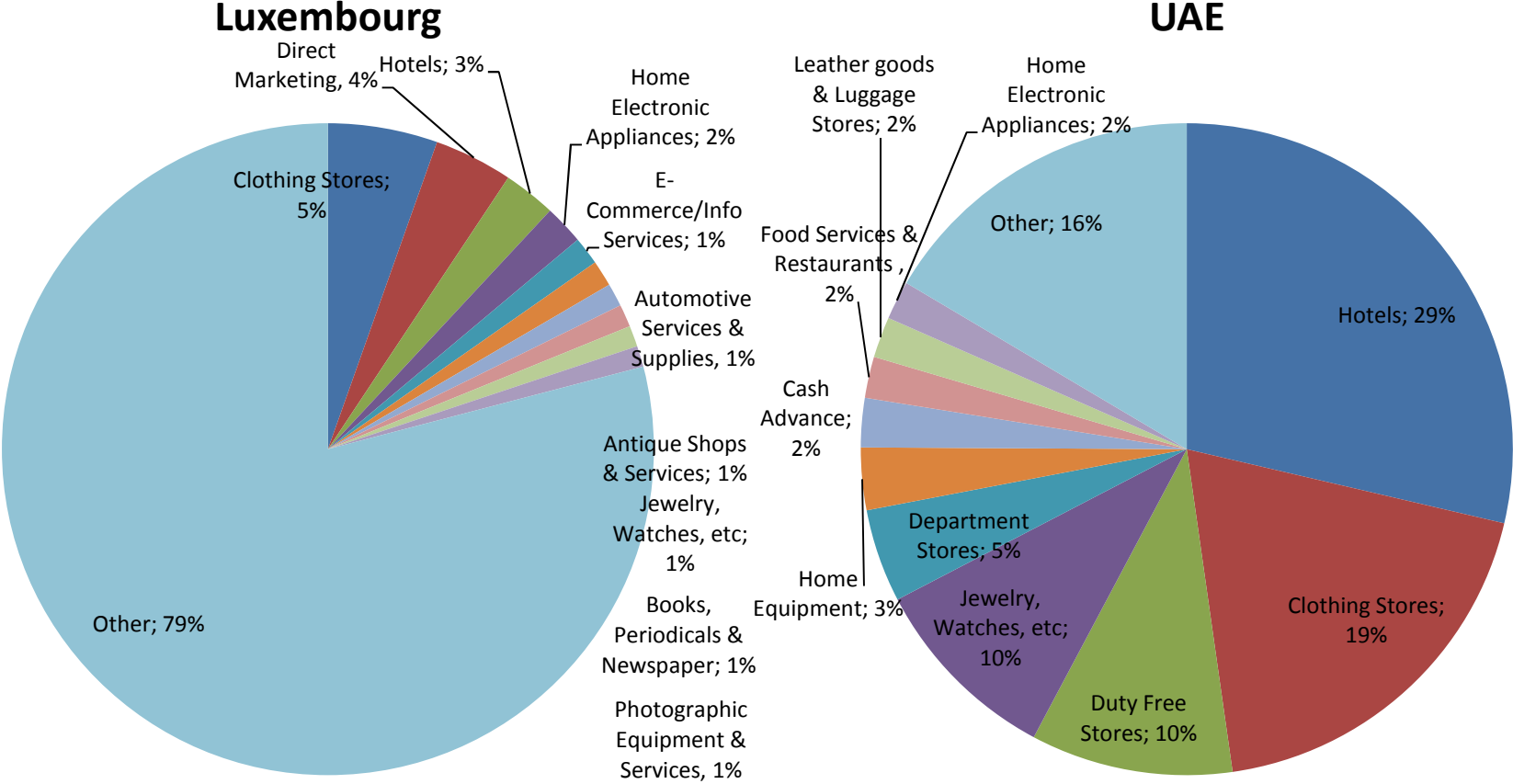


Germany



In Switzerland the three major categories are followed by jewelry and watches. For spending related to Germany, airfare is the top spending category.

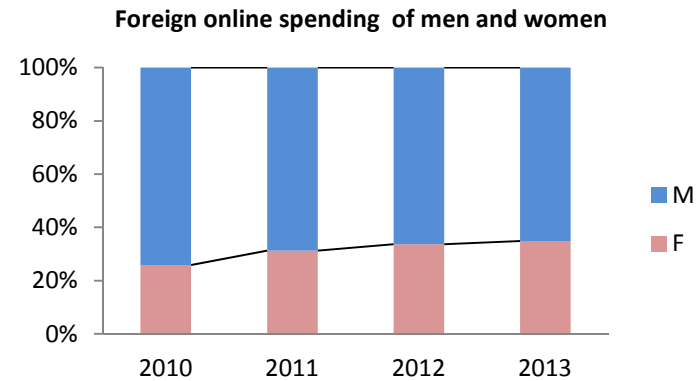
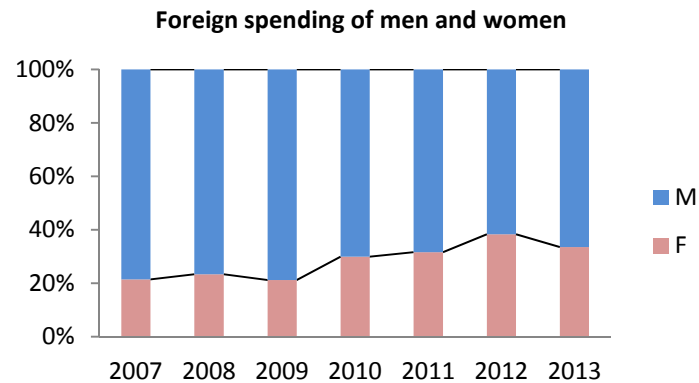
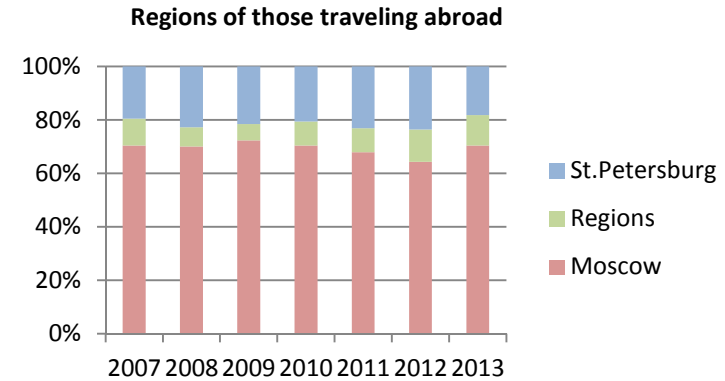
# Top 10 most popular categories in the leading countries



In Luxembourg online purchases account for the vast majority of spending. In the UAE the Duty Free purchases are the third most popular spending category: 10% of all spending in this country falls on these shops.



# Demographics

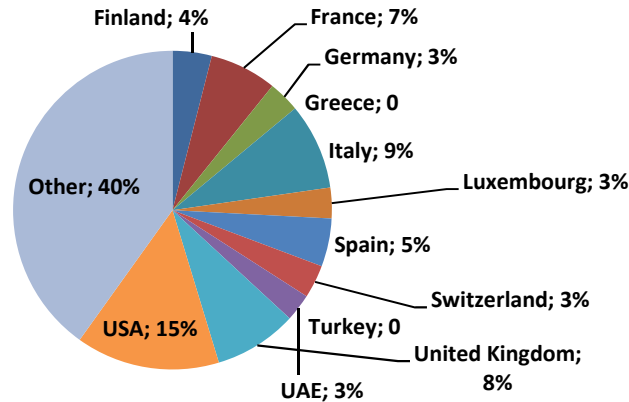


The category analysis shows that men most often pay for hotels, car rentals and restaurants while women prefer to spend most of their money on shopping (clothes, department stores).

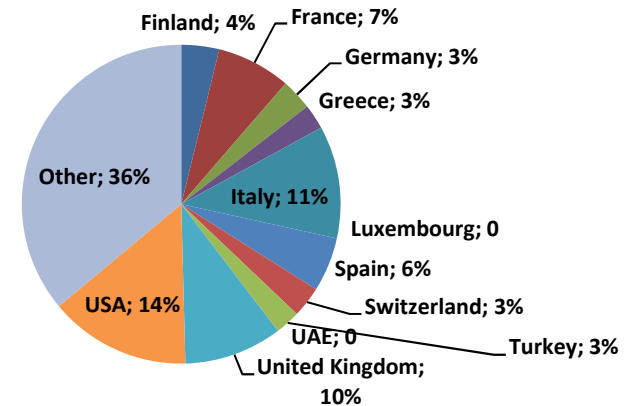
For 2013, the statistics are based on the analysis of the first six months only

# Demographics spending: men and women

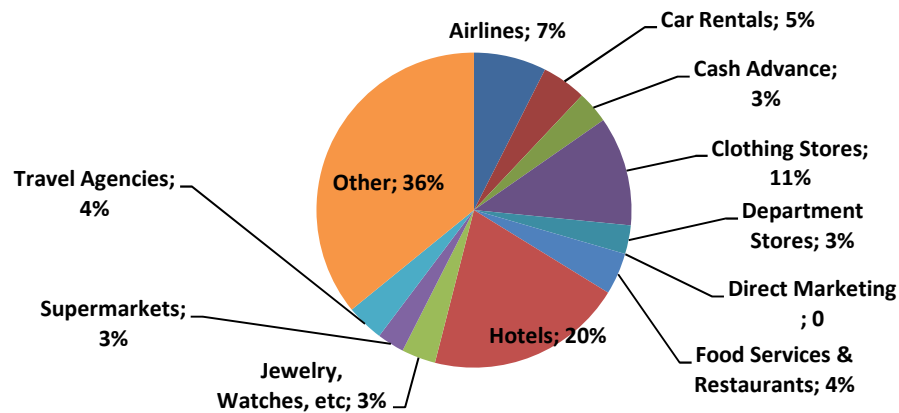
## Top 10 popular countries for spending by men in 2013



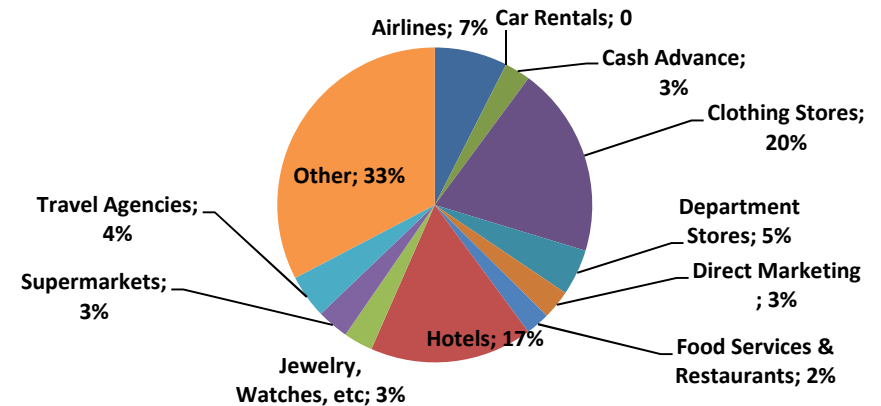
## Top 10 popular countries for spending by women in 2013



## Top 10 popular categories for spending by men in 2013



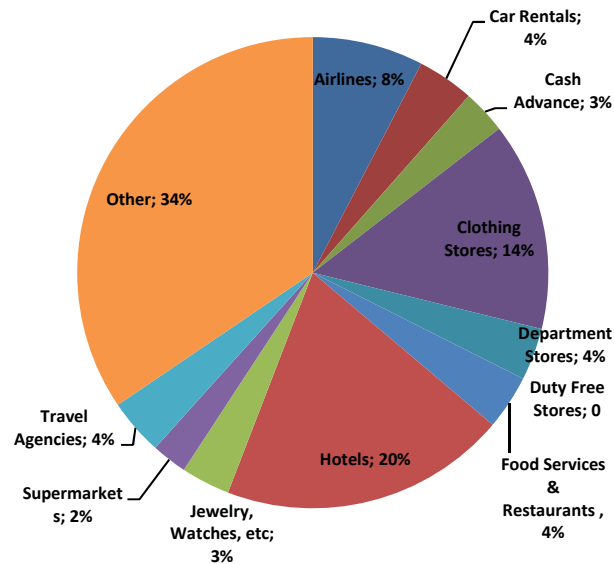
## Top 10 popular categories for spending by women in 2013



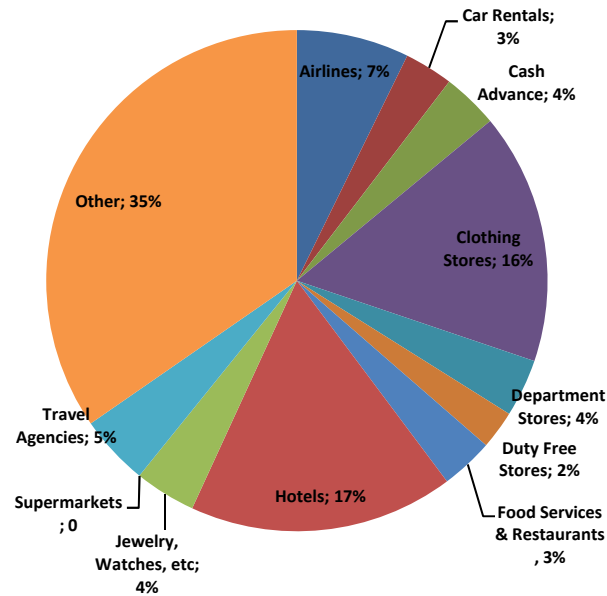
Women spend more in Italy, Spain, Greece and Turkey, but they spend almost nothing on internet stores registered in Luxembourg.

# Demographics of spending: most popular categories

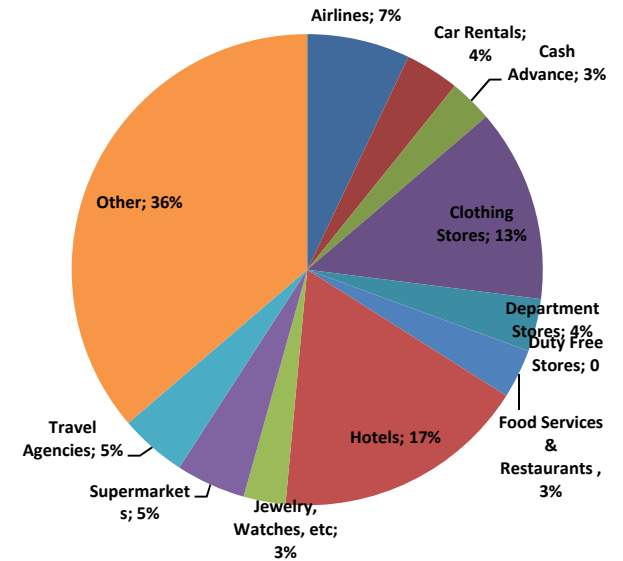
## Moscow



## Regions

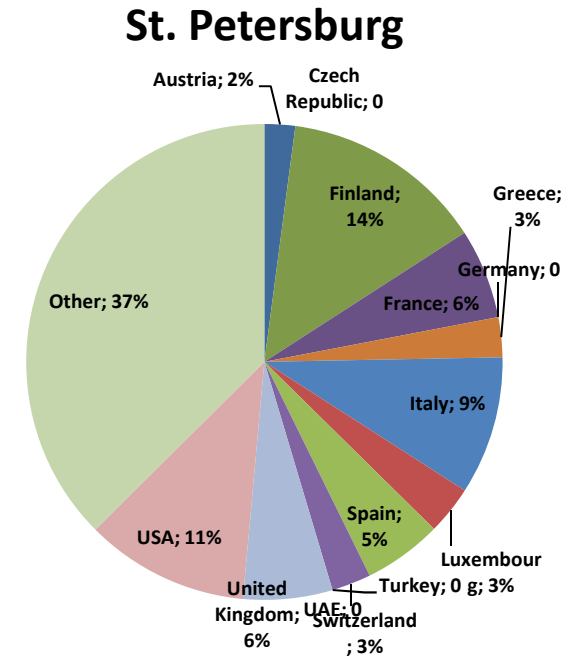
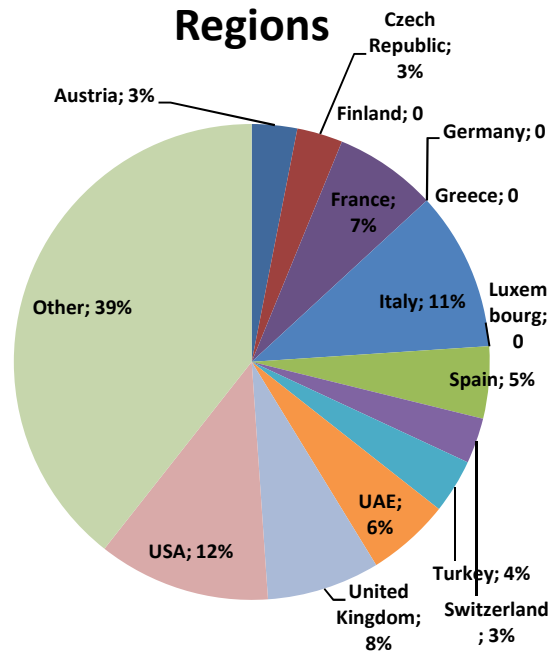
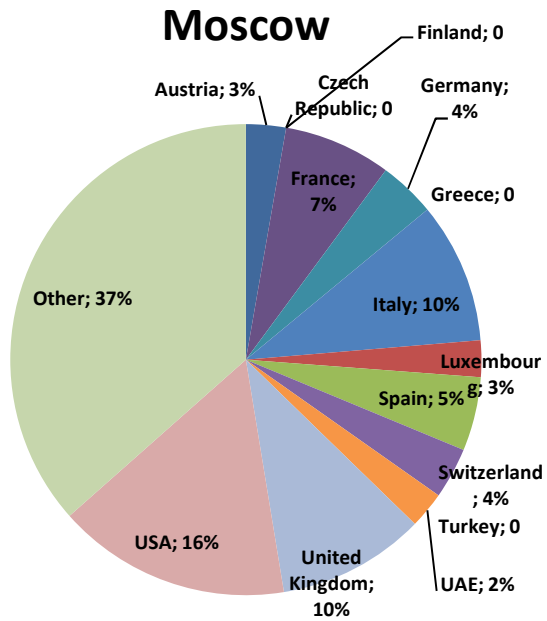


## St. Petersburg



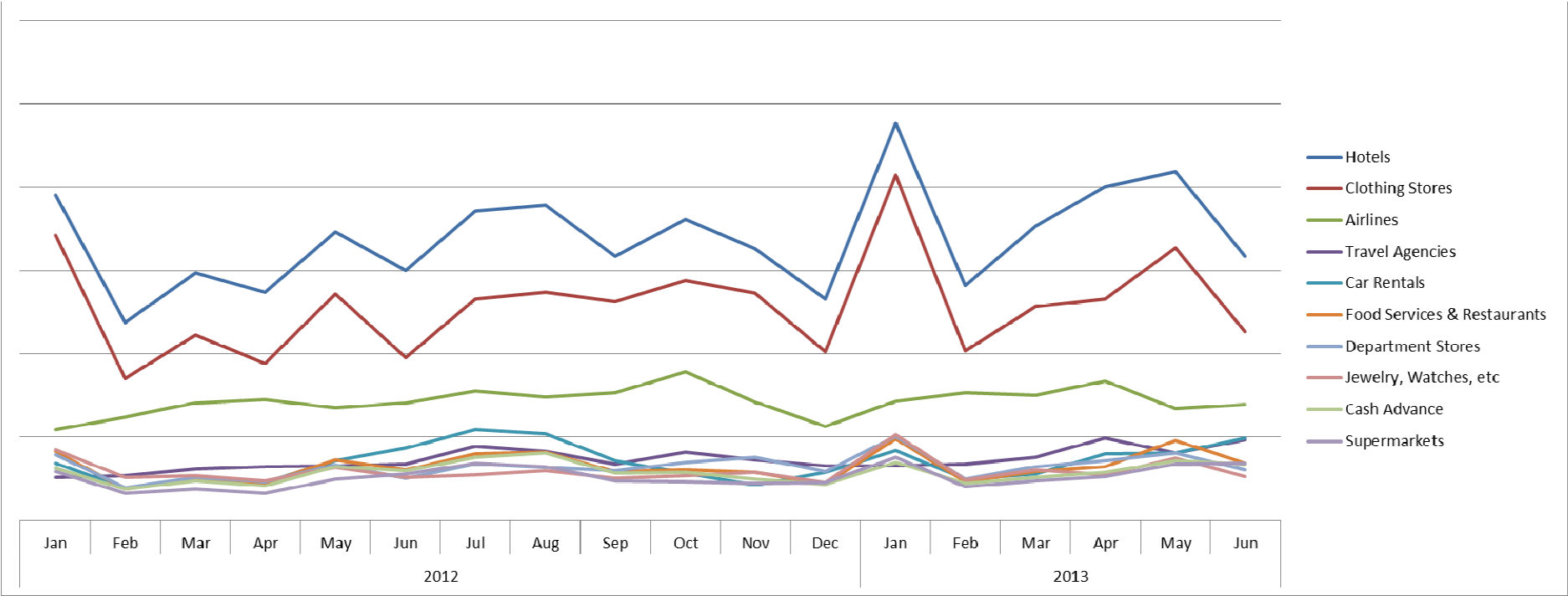
The top 10 categories are the same in all locations, with one exception in the Regions, where the Supermarkets category is replaced by Duty Free.

# Demographics of spending: most popular countries



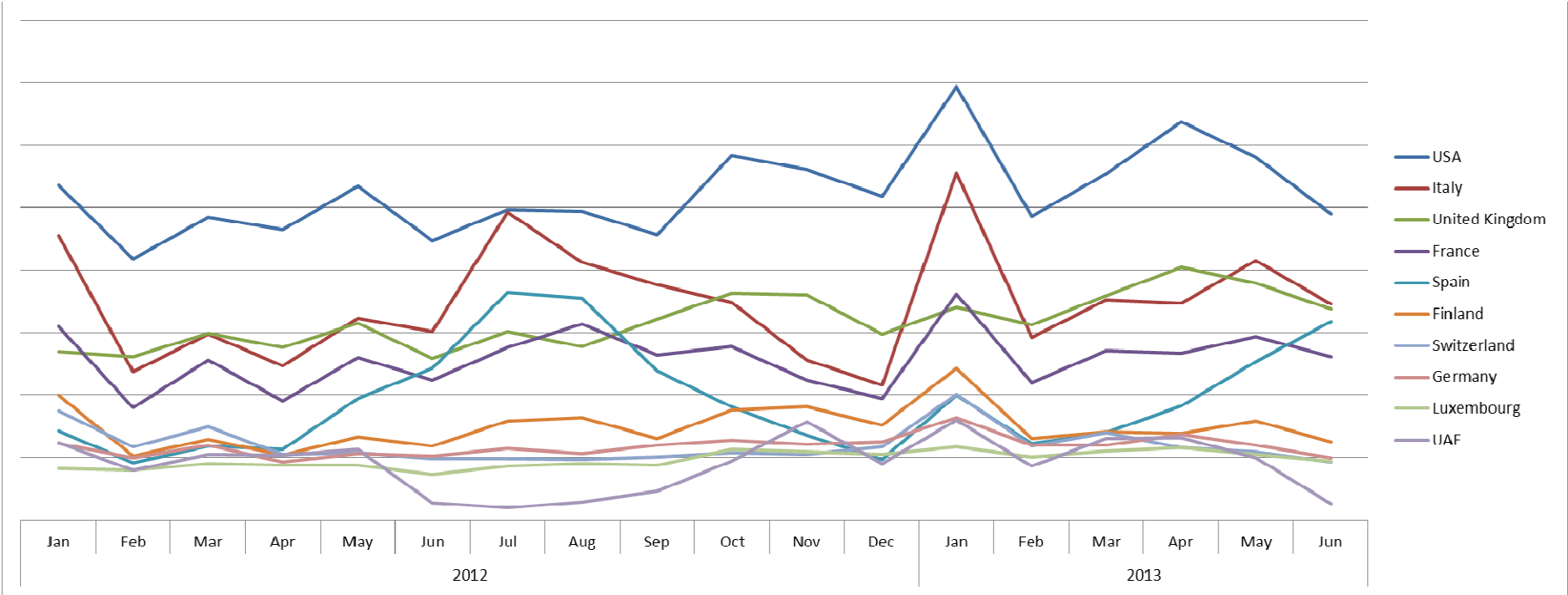
In the Regions the Czech Republic and Turkey join the list, and in St. Petersburg – Finland

# Seasonality by categories



The peak sales for airfare is on average two months ahead of the peak times for other expenditures: people seek to purchase tickets well in advance, and this in turn is connected with the need to submit documents for visas.

# Seasonality by countries



Spending in Luxembourg is also practically unaffected by seasonal fluctuations, in contrast to the majority of other popular destinations. Great Britain is popular in the autumn and spring while continental Europe is popular during the summer and January sales seasons. UAE is popular only during the cold time of year and Spain, to the contrary, only during the hot season.

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