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Russians Swap Fruit and Fish for Milk and Bread Amid Crisis

By The Moscow Times

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Russians are purchasing cheaper, lower-quality food more often as the economic crisis forces them to change their eating habits, a report by Analytical Credit Rating Agency (ACRA) revealed Monday.

Although the amount of calories consumed by the average Russian remains the same, customers are now swapping vegetables, fruit and fish for bread, potatoes and dairy products, the report said.

"In the future, consumer preference will possibly continue to shift further towards cereals, flour, butter, seasonal vegetables and sugar," the authors of the report wrote.

Real wages suffered a record drop of 9.5 percent in Russia last year, while the overall consumption of food products also dropped by 4.2 percent.

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