



ONLINE
RETAIL
ASSOCIATION

DISCOVER RUSSIAN E-COMMERCE –

A 50 million customers
market to be explored

www.akit.ru

E-COMMERCE SHARE OF RETAIL SALES IN 2017

BRAZIL



3,2%

RUSSIA



3,5%

USA



9%

UK



19,5%

CHINA

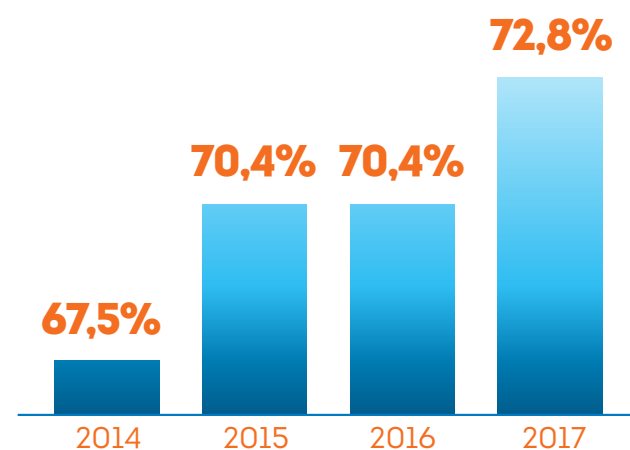


23,8%

INTERNET PENETRATION RATE IN RUSSIA

87M PEOPLE

use internet every month (16+)

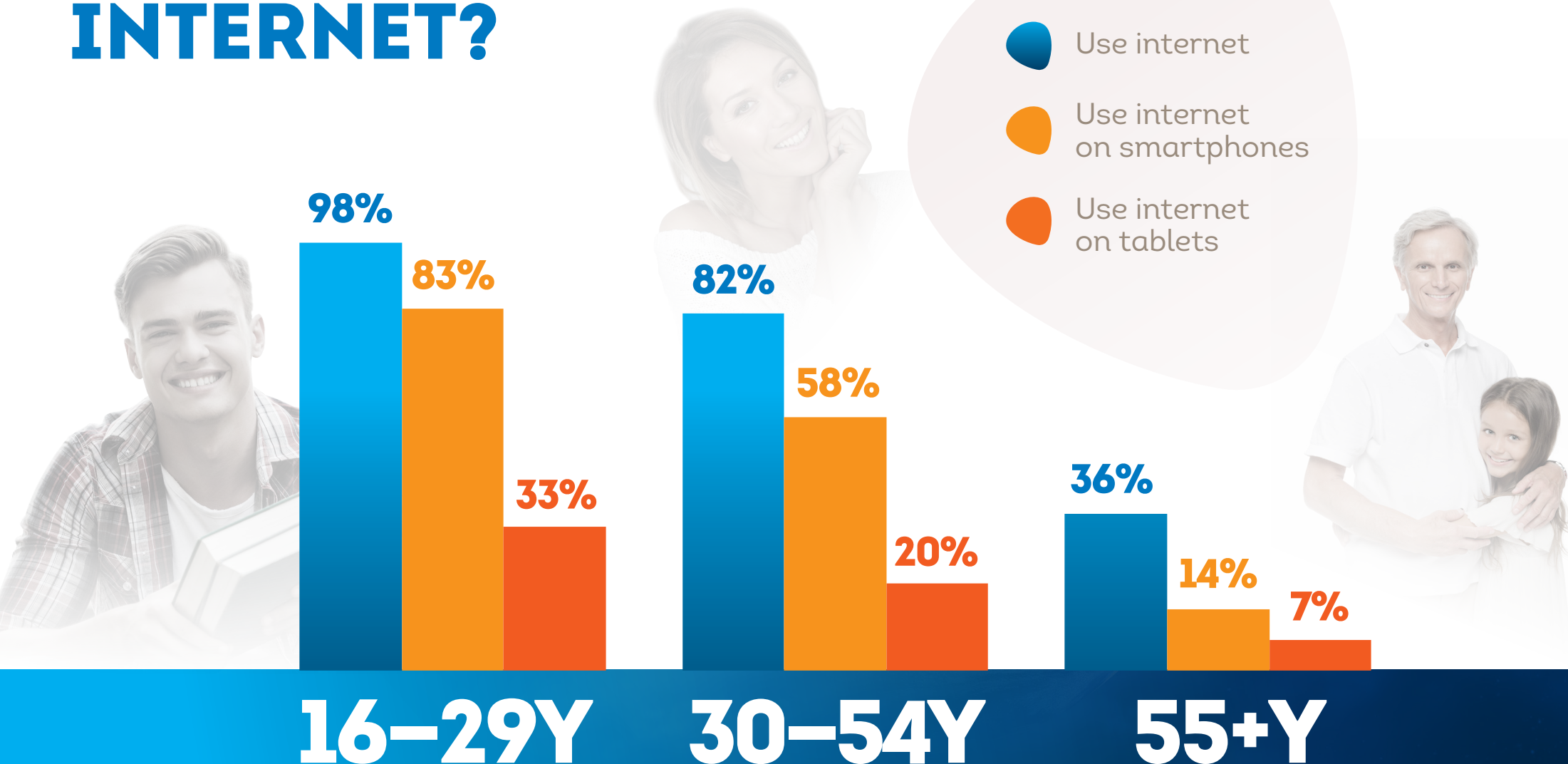


RUSSIA IS

IN EUROPE BY THE NUMBER
OF INTERNET USERS

No.1 MARKET

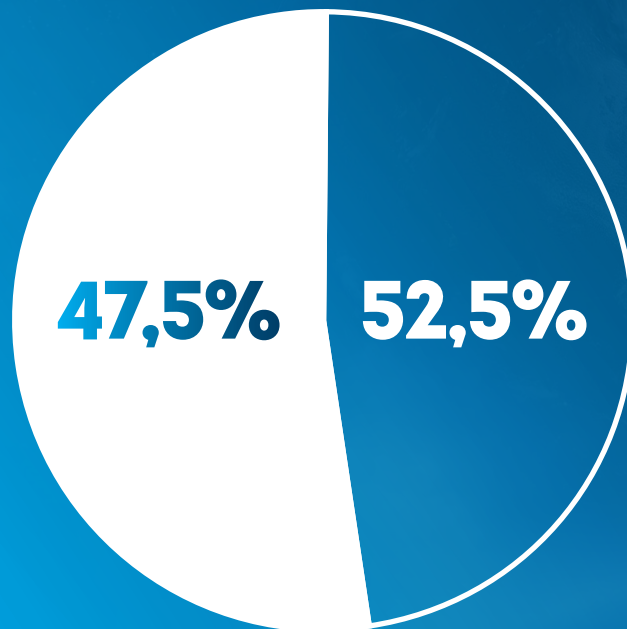
WHO USES INTERNET?



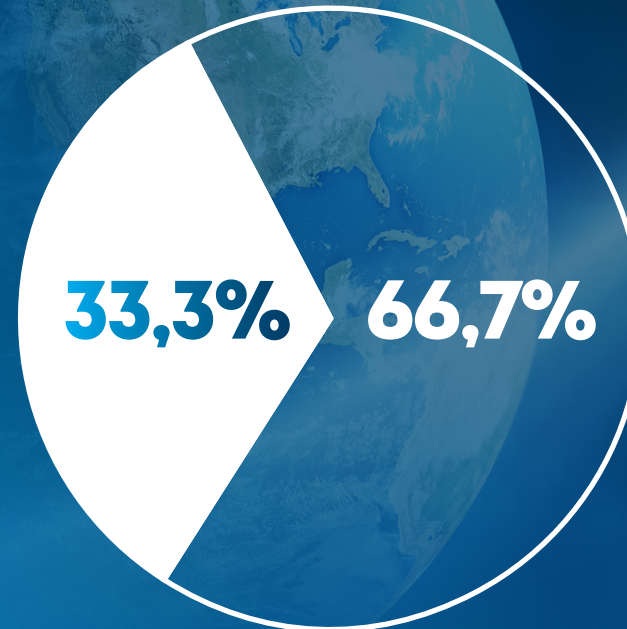
Sources: GfK RUS, 2017

WAYS OF ONLINE SHOPPING

RUSSIA



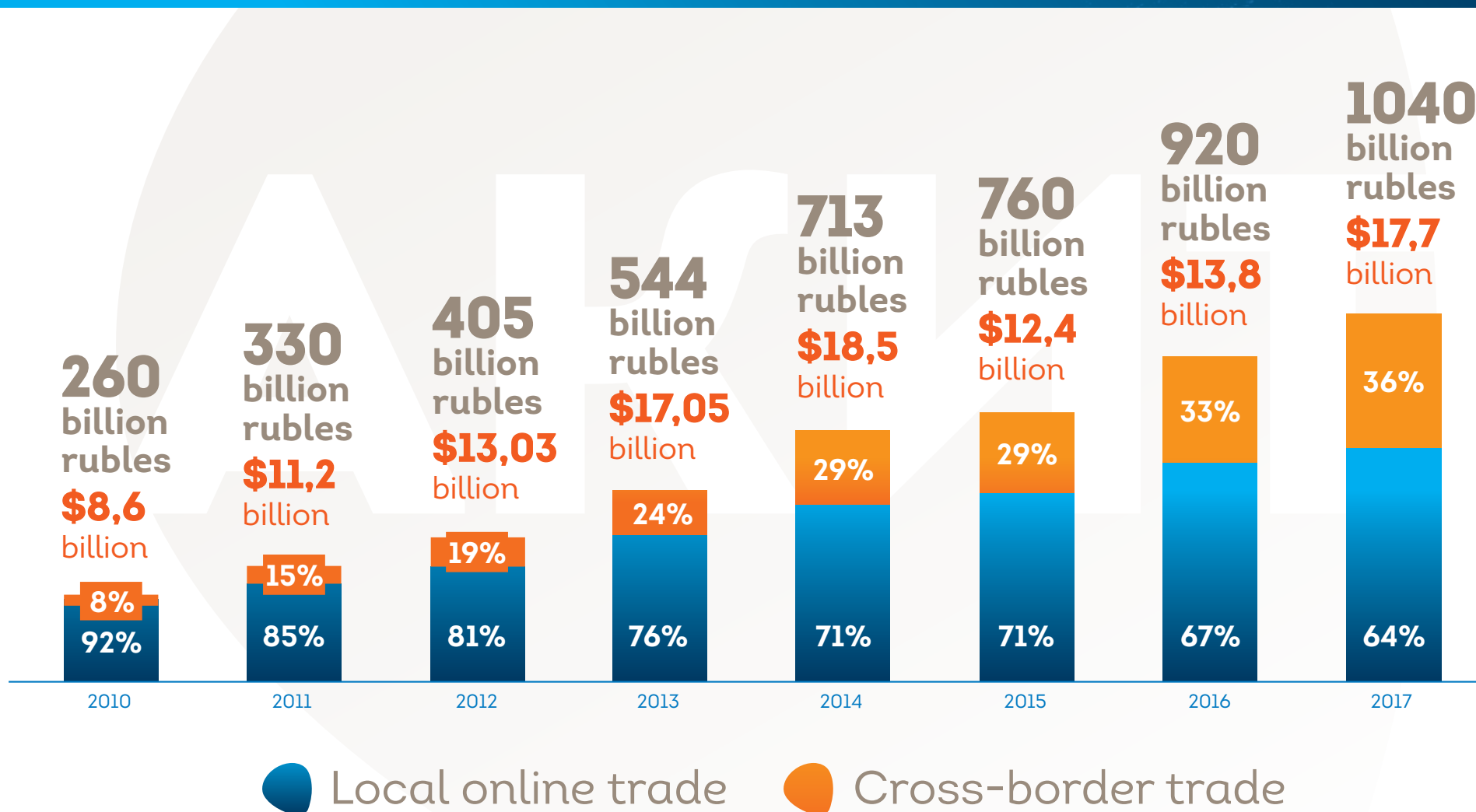
WORLD



● Desktop

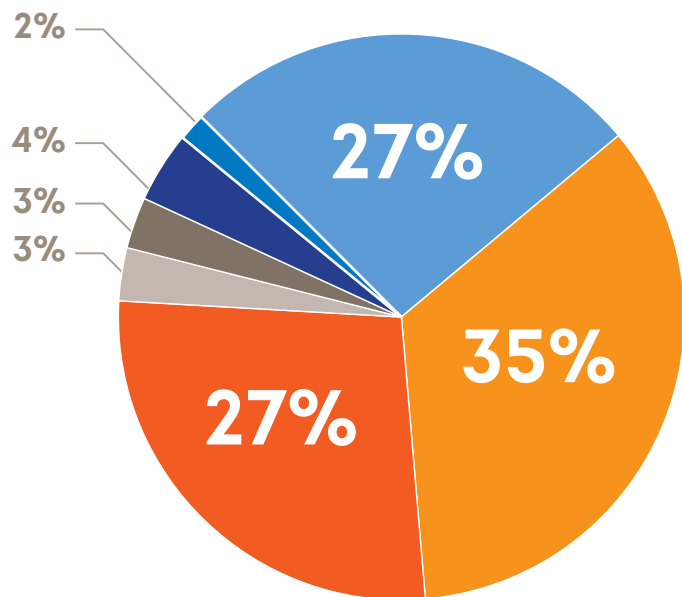
○ Mobile

RUSSIAN ONLINE RETAIL MARKET VALUE

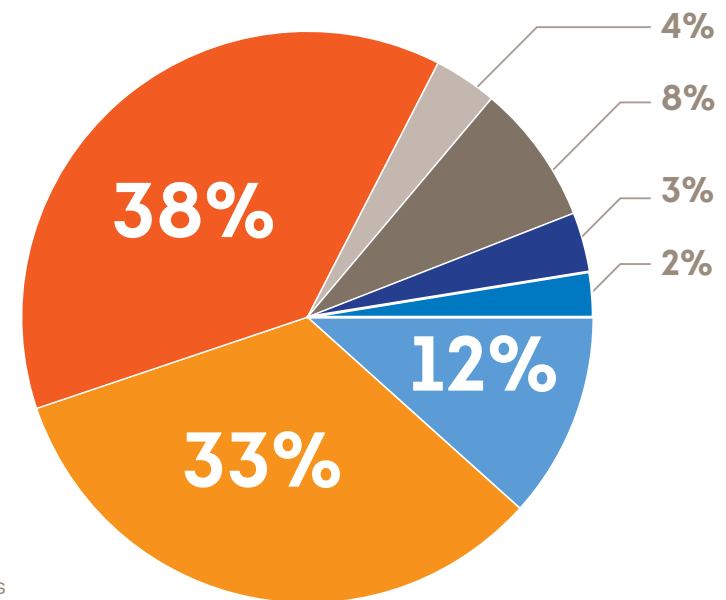


WHAT DO PEOPLE BUY ON LOCAL AND CROSS-BORDER MARKET?

LOCAL MARKET

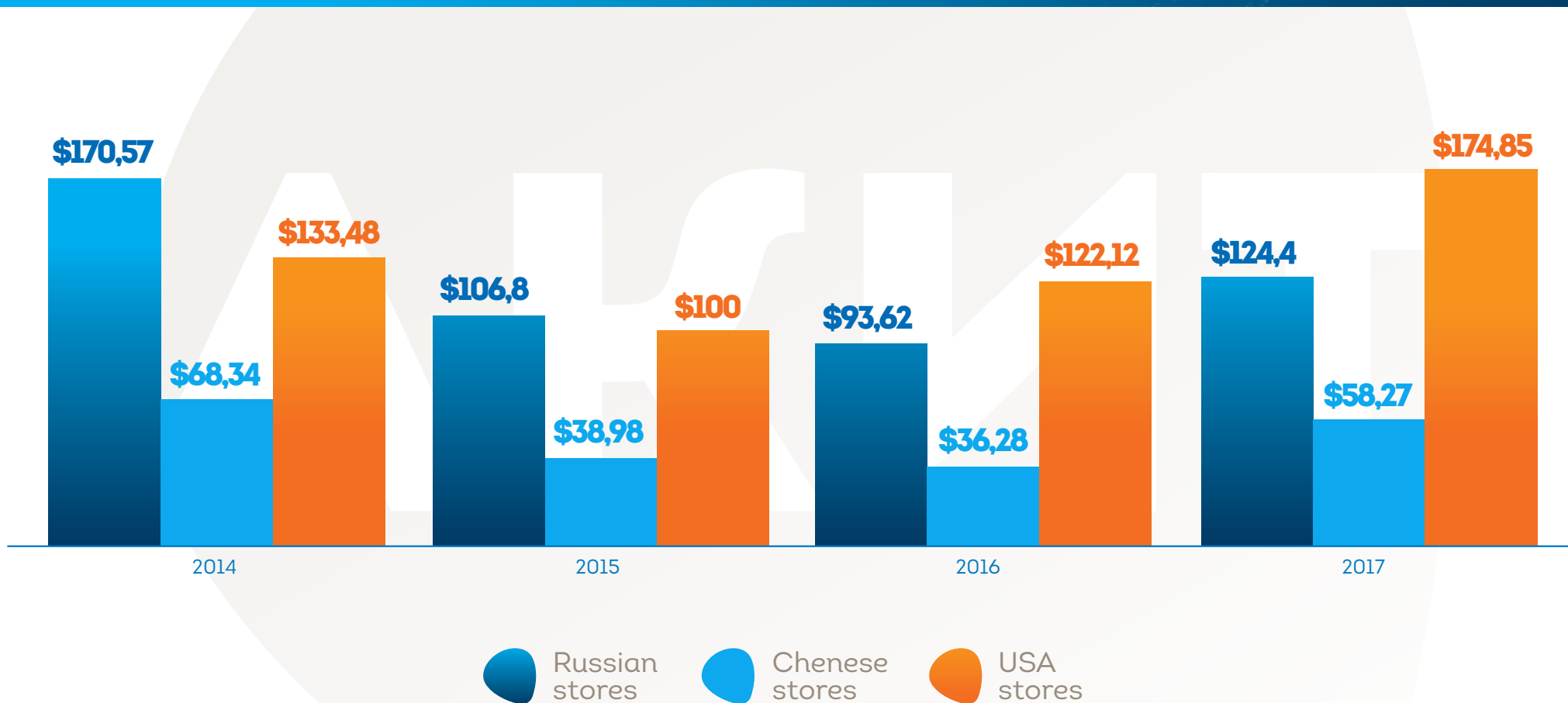


CROSS BORDER MARKET



- Electronics and appliance
- Shoes and clothers
- Auto parts and accessories
- Perfumes and cosmetics
- Household products
- Sport goods
- Other:
 - Accessories and gifts
 - Pets goods
 - Office equipment
 - Building materials, DIY
 - Jewelry
 - Food
 - Books
 - Etc.

AVERAGE CHECK



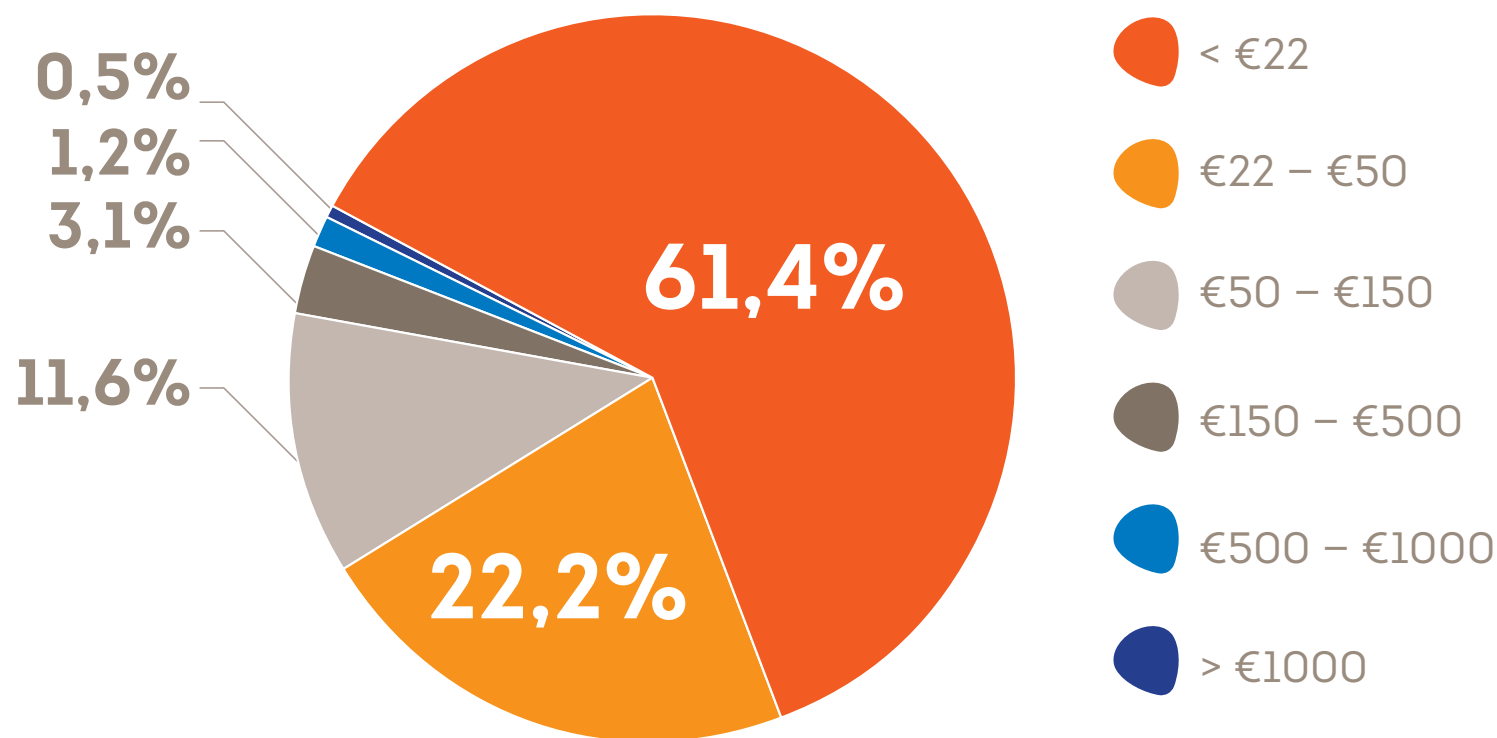
AVERAGE NUMBER OF ORDERS IN RUSSIAN SHOPS IN CATEGORIES



Average annual number of orders per customer in 2017

ORDER'S PRICES IN FOREIGN ONLINE SHOPS

TOTAL NUMBER OF TRANSACTIONS 112M



KEY ISSUES OF RUSSIAN ONLINE RETAIL MARKET

UNEQUAL BUSINESS CONDITIONS FOR LOCAL AND FOREIGN COMPANIES

DUTY-FREE THRESHOLD IN RUSSIA – 1000 €

1.

Classic trade model

VAT – 18%

Custom duties – 6%

Others – 6%

TOTAL – 30%

2.

Cross-border trade

VAT – 0%

Custom duties – 0%

Others – 0%

TOTAL – 0%



KEY ISSUES OF RUSSIAN ONLINE RETAIL MARKET

HIGH ONLINE ACQUIRING FEES

large enterprises 1,6%-2,1%

medium-sized businesses 2,0%-2,5%

small-sized businesses 2,5%-3,5%



KEY ISSUES OF RUSSIAN ONLINE RETAIL MARKET

ONLINE TRADE WITH
DELIVERY IS RESTRICTED
ONLY SELF PICK UP



ALCOHOL



MEDICAMENTS



JEWELRY