

RUSSIAN E-COMMERCE SHOWED DYNAMIC GROWTH IN 2020



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THE GROWTH IN RUSSIAN ECOMMERCE REMAINS UNDIMINISHED. IN 2020, THE INDUSTRY WAS AGAIN ABLE TO SHOW HIGH GROWTH RATES, WITH SOME CATEGORIES OF PRODUCTS PERFORMING PARTICULARLY WELL.

According to the research by the leading analytical companies, the Russian e-commerce market showed dynamic growth last year.

Thus, Data Insight estimated the volume of the e-commerce market at 2.7 trillion rubles (\$ 37.5). The year-on-year growth was 58% (in monetary terms). The number of orders increased by 78%.

According to RBC.Research, the growth of the turnover of the Russian market was 55%, and the turnover of the product segment – 2.9 trillion rubles (\$ 40.6 billion). The number of online customers increased by 19.2% from 23.9 million to 28.5 million people exceeding the growth rate of 2019.

According to the National Research University Higher School of Economics, in value terms, the domestic e-commerce market in Russia grew by more than 50% and amounted to 2.6 trillion rubles (\$36.1 billion).

The Russian e-commerce market, according to Data Insight estimates, will grow by 39% YOY (in monetary terms). According to forecasts, by 2022 the market volume will be about 5.2 trillion rubles (\$70.9 billion). The growth of the number of online purchases will be stimulated by positive experience during the pandemic, preservation of a hybrid mode of work (partial online), introduction to online purchases of customers aged over 50 and the uniqueness of the assortment in online stores.

Structure of the Russian e-commerce market: the most popular product categories in 2020.

The Russian e-commerce market showed impressive growth in 2020. According to Deloitte, Russia ranked 3rd among the fastest growing e-commerce markets after Brazil and Mexico.

According to RBC.Research, the TOP-3 most dynamically growing product categories of the Russian e-commerce market in 2020 included Clothes, shoes and accessories (+12.9%; up to 470.4 billion rubles// \$6.54 billion), Digital and computer equipment (+ 11.2% to 405.5 billion rubles// \$5.64 billion), Children's products (+ 8.2% to 300.3 billion rubles// \$4.17 billion).

Among other categories in demand in Russia in the e-commerce segment were Large and small household appliances (225 billion rubles// \$3.13 billion), Auto parts/Auto goods (193.7 billion rubles// \$2.7 billion), Cosmetics and perfumes (175.5 billion rubles// \$2.43 billion), Furniture and interior items (134.7 billion rubles// \$1.87 billion), Pet supplies (89.1 billion rubles// \$1.24 billion) as well as Medicine and dietary supplements (70.2 billion rubles// \$0.97 billion).

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JSC RUSSIAN POST BRANCH BERLIN

Represented by: Peter Hinz, Direktor

Buckower Chaussee 47 - 54
12277 Berlin
Germany

RUSPOST GMBH

Represented by: Alexey Grigoryev, Managing Director

Buckower Chaussee 47 - 54
12277 Berlin
Germany

Contact:
Johannes Drijkoningen
pr@russian-post.eu

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