

Online Shopping in Russia Grew By 25% in 2013

By [The Moscow Times](#)

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Russian Internet stores sold \$15 billion worth of goods and services last year — 25 percent more than in 2012, an Internet research company said.

The total value of material goods traded on the Internet was \$10 billion last year, while sales of digital goods and tickets made up the remaining \$5 billion, said Boris Ovchinnikov, the founder of Data Insight, Itar-Tass reported Wednesday.

In 2013, the number online shoppers in Russia rose by 30 percent and now stands at 30 million, an increase that was driven largely by the 70 percent jump in the amount of people living outside Moscow who purchase goods and services via the Internet.

Ovchinnikov predicted that the online sale of material goods will be worth \$13 billion next year due to fluctuations in the ruble's value.

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