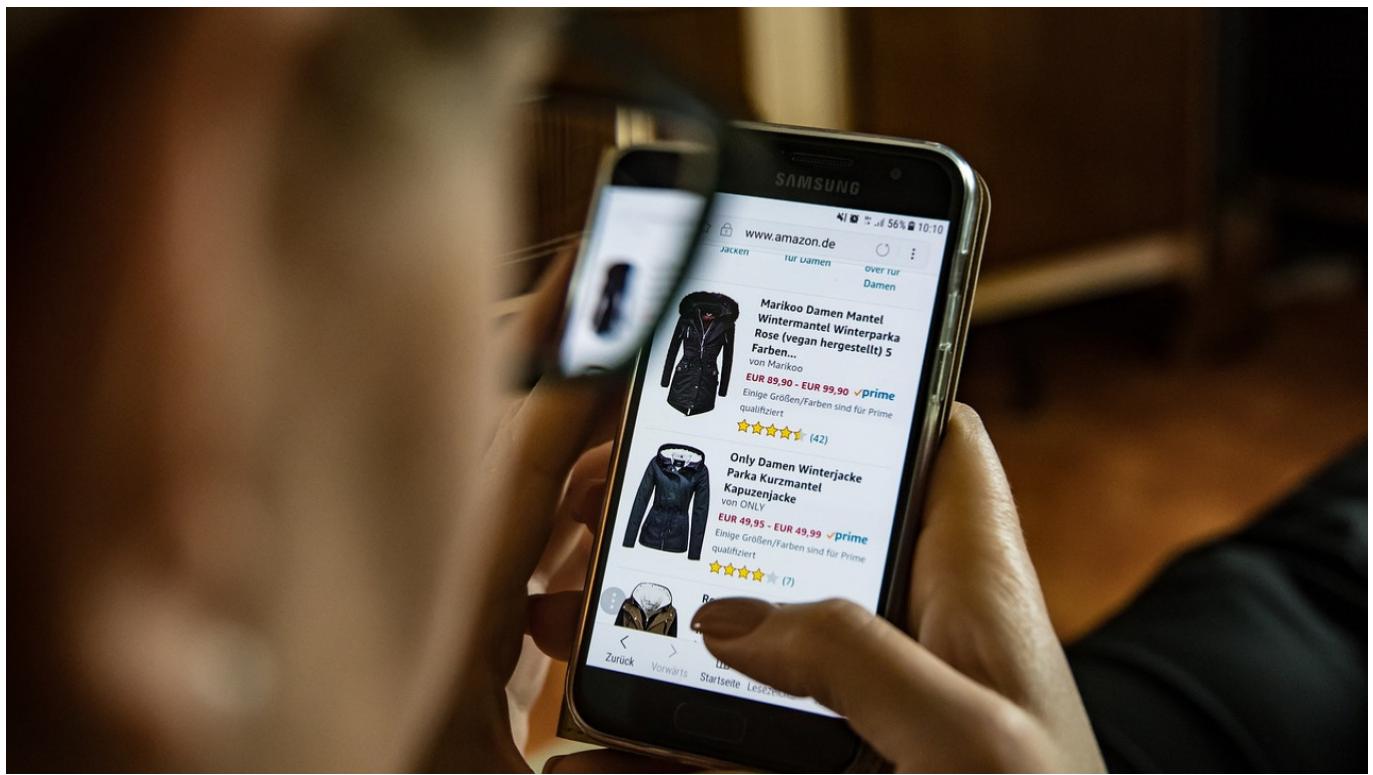


Russian E-Commerce Market Grows by 26%

Russians have embraced e-commerce, which is growing ten-times faster than the real economy and traditional retail.

By [bne IntelliNews](#)

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The number of purchases online was 191 million in the reporting period, up by a record 44%. **Pixabay**

The Russian e-commerce market in the first half of 2019 expanded by 26% year-on-year to 725 billion rubles (\$11 billion), *Vedomosti* daily reported on Sept. 2, citing a report by Data Insight. The number of purchases online was 191 million in the reporting period, up by a record 44%.

The largest online retailers accounted for most of the growth, with Russia's leading e-retailer Wildberries almost doubling its orders to 61 million — accounting for almost every third online purchase in Russia. The company's own data put turnover in the first half of 2019 at 85 billion rubles (\$1.27 billion), up by 79%, and expected to top 200 billion rubles (\$3 billion) in

2019.

Related article: [Wildberries Overtakes Sportmaster as Russia's Biggest Clothes Retailer](#)

Wildberries is Russia's biggest e-commerce site and has been growing in leaps and bounds in recent years. Its founder, Tatyana Bakalchuk, became Russia's second-ever female billionaire earlier this year after the company's revenue broke through the \$1 billion mark.

Ozon online retailer of AFK Sistema investment conglomerate and Baring Vostok Capital Partners boosted orders by 85% to 11.5 million and by 80% in monetary terms to 32 billion rubles (\$478 million).

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Data Insight notes that the growth of largest platforms has not yet cannibalized the business of smaller players, as the other 500 largest retailers also increased the orders by 21% on average, with the growth rate accelerating from the 14% seen in 2018.

The number of online shoppers that make more than 15 purchases annually increased by 25%, while bundling products from 3-4 different categories also increased. However, the average online ticket size declined by 14% to 3,790 rubles (\$57).

Russians have embraced e-commerce, which is growing ten-times faster than the real economy and traditional retail. Online sales currently account for about 4.5% of Russia's total retail turnover, but that has been more or less doubling every year in recent years and is on course to make up 8% of retail turnover by 2021.

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