

Russia's Sex Shops Decline as Industry Moves Online

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A sex shop in Moscow. **Svetlana Spirina / TASS**

The number of brick-and-mortar sex shops in major Russian cities has declined as business shifts online and sanctions drive up supply costs, the Kommersant business daily [reported](#) Wednesday, citing an analysis by Yandex Maps.

Russia had 1,990 adult stores in January, a 7.8% decrease from the same month last year.

At least 12 of the country's 16 cities with populations over 1 million saw notable sex shop closures, including Moscow and St. Petersburg. Yekaterinburg and Novosibirsk were exceptions, with an increase in stores, while Krasnoyarsk and Rostov-on-Don saw no change.

Industry analysts cited by Kommersant said online retailers and beauty supply stores are increasingly dominating the adult product market.

Wildberries, Russia's largest online retailer, reported a 20% rise in adult product sales in 2024. Gold Apple, a beauty chain that was among the first to add sex products to its inventory,

saw a 35% increase in sales last year.

Meanwhile, sex shop owners said the weakening ruble has driven up import costs, leading to a 10% price increase over the past two to three years.

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