

Russian Retailers Warn of Smaller Black Friday Sales After E-Commerce Warehouse Drone Attacks

October 26, 2026



A Wildberries warehouse on fire in Kotovsk, Tambov region. [@exilenova_plus](#) / Telegram

Russian shoppers could face fewer Black Friday bargains this year after drone attacks on Ozon and Wildberries warehouses destroyed inventory and disrupted preparations for the holiday shopping season, retailers [told](#) Forbes Russia.

Several sellers told the outlet that they lacked the stock or funds to offer substantial discounts, though Wildberries said it expected no reduction in product choice.

Alsu Sharafetdinova, owner of clothing brand Posh Style, told Forbes that some businesses had suspended deliveries, reduced shipments or closed following the warehouse fires. Others would struggle to replenish their inventories in time.

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Finn Flare President Ksenia Ryasova said fires had destroyed older stock normally offered at year-end sales. Craft retailer Leonardo also expected to discount only a limited selection.

Seed seller Igor Shanchenko said he lost more than 400 million rubles (\$4.96 million) worth of goods and was still awaiting compensation. With little inventory remaining and demand holding up, he saw no reason to cut prices.

Cosmetics seller Vasily Bumagin likewise said depleted inventories left him with little financial incentive to participate.

Data Insight recorded 45 incidents affecting at least 2.1 million square meters of warehouse space at the two platforms since late June. Sellers' losses were estimated at hundreds of billions of rubles, equivalent to billions of dollars.

Logistics company Byte Transit said shipping documents issued in July and August, when retailers typically stock up for holiday sales, fell 12% year on year. NC Logistic forecast an 8% to 10% decline in freight volumes in the final months before New Year.

Wildberries told Forbes that its November and December sales would go ahead. Ozon declined to comment.

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