

Press Release

Hamburg, November 28, 2012



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Development of B2C E-Commerce in Russia varies by Region

The "Russia B2C E-Commerce Report 2012" by Hamburg-based secondary market research company yStats.com provides information on B2C E-Commerce in Russia. Aside from trends and revenue figures, the report also covers the share of B2C E-Commerce on total retail sales in Russia, as well as product categories, Internet users, online shoppers and leading B2C E-Commerce players in Russia.

From 2011 to 2012, B2C E-Commerce in Russia grew by almost 30 percent and mobile Internet use still continues to increase more and more. However mobile shopping has not been very popular in 2012. In contrast, online group shopping continues to gather momentum in Russia.

High Growth Rate in Russian B2C E-Commerce until 2015

B2C E-Commerce continues to grow: by 2015, revenue is expected to be twice as high as in 2011. Between 2012 and 2015, the strongest growth factors for B2C E-Commerce in Russia are predicted to be an increasing number of Internet users and online shoppers, and a higher average income. In 2011, B2C E-Commerce accounted for less than two percent of total retail sales and only slightly more than one percent not taking services into account. The number of Internet users is expected to amount to nearly 60 million by 2012, 40 million of whom are projected to access the Internet daily. Working and learning were expected to be the main reasons for the Russian population to access the Internet in 2012, with more than ten percent of all Internet users using the Internet to submit orders. While in 2011, approximately one-fifth of the rural population shopped online, online shopper penetration in "Moscow and the surrounding Area" amounted to about 50 percent.

Consumers compare Prices and are worried that Products will not be delivered

In Russia, many online shops vie for shoppers' attention. The market is so fragmented that in 2011, the top 30 online retailers accounted for only one third of all online sales. When searching for a suitable shop, Russians pay particular attention to the price, followed by the product range and the popularity of the shop. When submitting an order in 2012, Russians were mostly worried that their products would not be delivered as ordered and that a prepaid product would not be delivered at all.

Household Appliances are popular in Russian Online Shops

In 2011, leading online shops offered mostly apparel and accessories, as well as computers and electronics. The category with the highest revenues in 2011 was electronics and home appliances, followed by computers, notebooks and parts as well as shoes and clothing. Russians most frequently ordered household appliances, books and mobile phones. In 2011, half of all products that had been ordered online were delivered by courier services, with large online retailers developing their own solutions.

Online Supermarket Utkonos.ru is shifting all of its business to Online Sales

Online supermarket Utkonos.ru aims to shift all business activities to online sales starting in 2013, closing all of its supermarkets and pick-up stations. Comparing sales figures, in 2011, Utkonos.ru was the leading online shop in Russia, followed by Ozon.ru and Komus.ru. Ozon.ru shipped almost 2.5 million orders in 2011. In 2010, this figure was only 2 million. Most customers ordered books and consumer electronics there. Svyaznoy has also been a successful seller of consumer electronics. 75 percent of products sold by the computer and consumer electronics giant were mobile devices. In 2011, Komus.ru generated online revenues of almost four million Rubles and became one of the largest online retailers through selling office supplies.

The "Russia B2C E-Commerce Report 2012" by yStats.com shows that Russian B2C E-Commerce continues to develop further and is especially popular in the consumer electronics sector.

For more information, please visit:

<http://ystats.com/en/reports/preview.php?reportId=998>

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