

## Press Release

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### **The top 50 Russian B2C E-Commerce players: Groupon at top of the list with Darberry.ru**

In its recent “Russia Top 50 B2C E-Commerce Players 2011“ ranking, Hamburg-based market research firm yStats.com uses national unique visitor counts from July 2011 to nominate the 50 most successful players of the Russian B2C E-Commerce market. Furthermore, it features interesting details such as international unique visitor figures, percentage reach, business models, products, strategic and general company news, shareholders and – for selected players – B2C E-Commerce revenues.

In general, the Russian B2C E-Commerce market is dominated by national companies. However, many Russian players, such as Darberry.ru, Ozon.ru and KupiVIP, are backed by high amounts of foreign investment.

#### **Consumer electronics is one of the most popular product categories**

As shown in the yStats.com ranking, both online retailers, such as Ozon.ru, as well as stationary retailers that have expanded their product range by adding online shops, such as Eldorado or MVideo, are represented in the Russian B2C E-Commerce market. Consumer electronics is one of the most popular product categories. However, fashion and clothing items as well as food products are offered by fewer of the top 50 players.

#### **Group and private shopping are also important trends in Russia**

As highlighted in the yStats.com ranking, the player with the highest number of local unique visitors in the Russian B2C E-Commerce market is Darberry.ru (5.2 million visitors from Russia in July 2011), which is affiliated with Groupon. Group shopping is an important trend in Russia too. Thanks to a deal with Odnoklassniki, a Russian Facebook clone, Darberry.ru promotes its deals on this social network platform. Online market place Yandex Market is in second place, followed by co-shopping site Biglion in third. Online shoe dealer Sapato.ru is in fourth place, and Ozon.ru – the “Russian Amazon” – in fifth. Private shopping is another important trend in Russia. KupiVIP is in sixth place with 2.2 million visitors from Russia. This Internet platform, which offers new deals on a daily basis, also wants to collaborate with the social network Odnoklassniki. Bonprix, Wildberries, Mail.ru and Quelle complete the top 10.

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#### **About yStats.com**

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.