E-commerce for SME’s in Russian Federation

ESCAP-GTI International Seminar on Trade Facilitation in North-East Asia

Digital Trade:
Cross-border e-commerce for SME Exports: Challenges and Opportunities
**E-com in Russia: overview**

**Russia:**

#41 UNCTAD B2C eCommerce Index Ranking, 2020
#30 The Inclusive Internet Index, 2022

2 **Russian marketplaces** (Wildberries and Ozon) are **among top-10** e-com platforms

Market volume **$7,9 bn., +48%** (2023)

13,4% e-com share in retail volume

**Internet:**

101,4 mln. monthly audience

83% penetration
Cross-border e-commerce

E-com trade
- Local market 97%
- Cross-border 3%

Top-5 regions in cross-border e-commerce
- Moscow
- Moscow reg.
- Saint-Petersburg
- Krasnodar reg.
- Rostov reg.

Top-5 categories in cross-border e-commerce
- Household appliances
- Furniture and homeware
- Digital devices
- Auto parts
- Fashion

Local market 97%
Cross-border 3%
E-com for SMEs

>50% sellers in e-com are SME’s

NUMBER OF SME’S IN E-COM

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Increase Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>43.4</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>245.9</td>
<td>6x</td>
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</tbody>
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TOP-5 CATEGORIES IN FEB. 2024:

- 45% Fashion
- 43% Homeware
- 20% Heath and beauty
- 16% Gifts
- 15% Sport
Thanks!

Kirill Sergashov

Head of GR Goods, Avito

Deputy chair of entrepreneurship on digital platforms development Committee in OPORA ROSSIA (public organization for SME development)

Sources:
Marketing agency Data Insight https://datainsight.ru/
Online retail association AKIT https://akit.ru/about/about-us
Federal corporation for SME’s https://corpmsp.ru/