

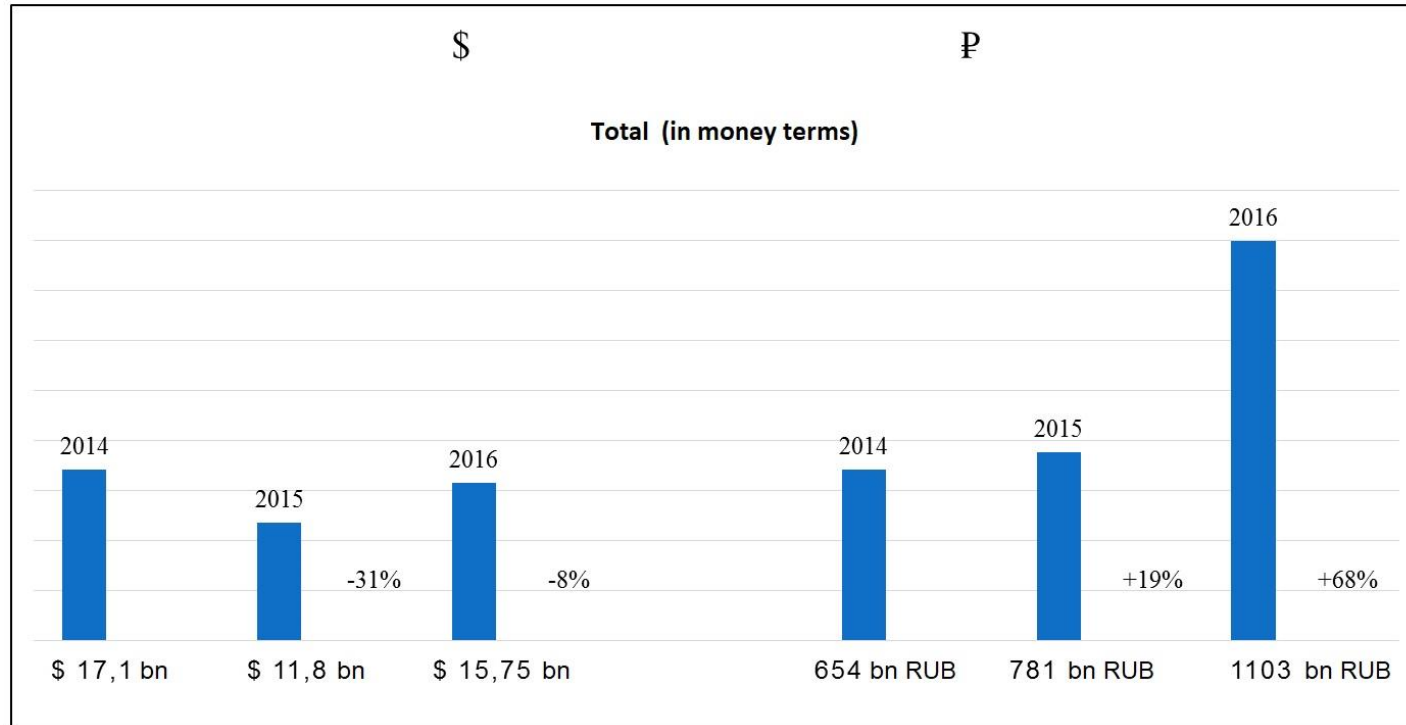
E-Commerce in Russia 2014-2017

Realities in Numbers



**Moscow
2017**

Russian E-Commerce Market

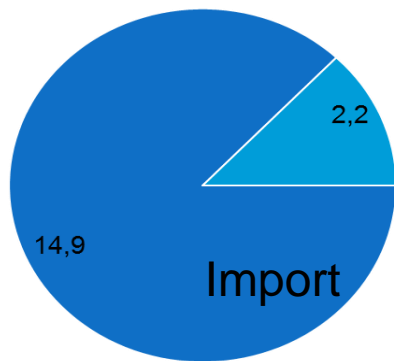


2017 forecast: \$16,4 bn



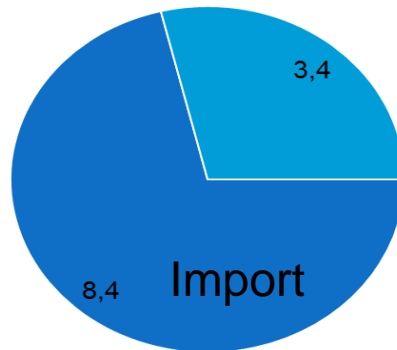
E-Commerce Market USD

2014



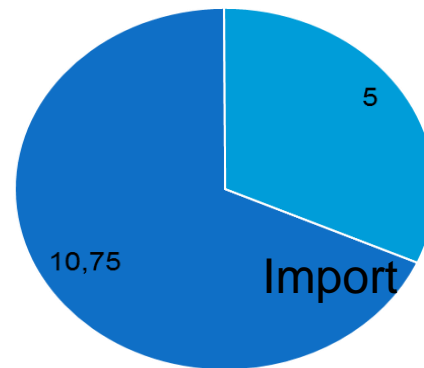
\$ 17,1 bn

2015



\$ 11,8 bn

2016

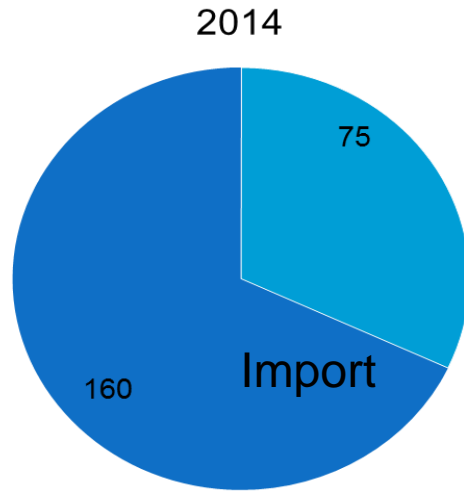


\$ 15,75 bn

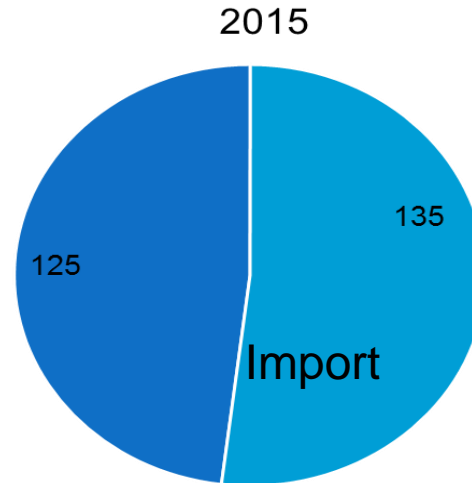
2017 forecast: \$16,4 bn, import – \$5,8 bn



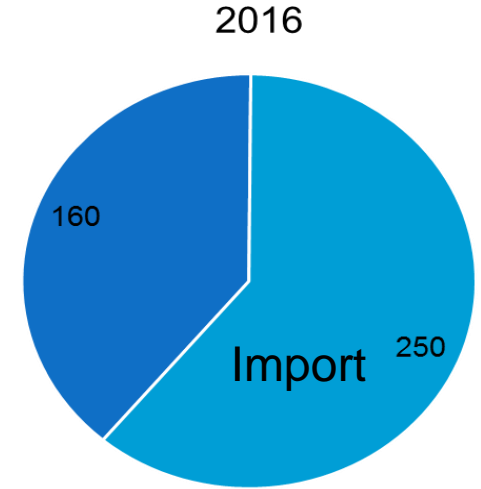
E-Commerce Market: number of orders



235 bn



260 bn

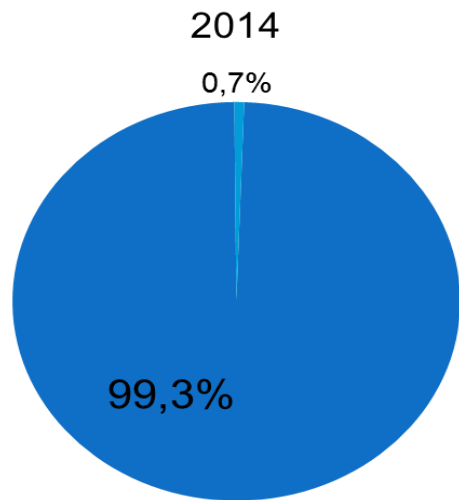


410 bn

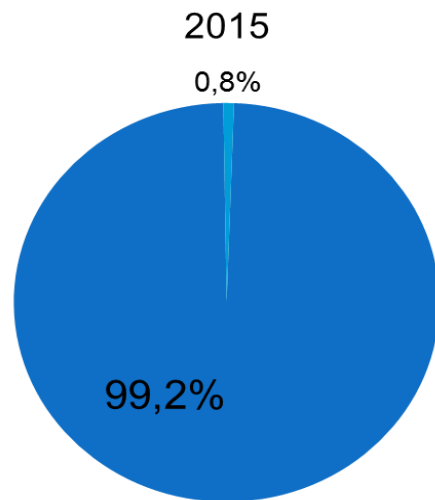
2017 forecast: domestic - 190 mil. + Import - 320 mil.
Total: 510 mil.



Share of International Mail-Order Trading in the Russian Retail Sales Market



RUB 26 trillion



RUB 28 trillion

**2017 forecast: Total - RUB 27 trillion,
Mail-Order Import - 1,1%**



Import Perspectives

- 1. Today parcels for less than 1,000 EUR or 31 kilo per month are duty-free for receiving by individuals. Since January 2019 (or a bit later) Russia will switch to EUR 500 duty-free threshold per month;**
- 2. Since January 2021 Russia will switch to EUR 200 duty-free threshold PER PARCEL.**

Today a lot of proposals to strengthen import norms are discussed, the most popular of them are:

- a) To implement an obligatory tax-registration for foreign vendors to charge VAT (18%);
- b) Reduction of duty-free threshold to 0;
- c) Charge VAT to the buyer (18%);
- d) Reduction of duty-free threshold to EUR 20 per month (like in Belarus);

Positive Perspectives:

The opening of B2B2C Bonded Warehouses is discussed



Russian Export

Export from Russia was de facto launched in 2015 – exclusively for small businesses.

2015 – 1,8 million of dispatches;
2016 – 2,9 million of dispatches;
2017 (forecast) – 4.1 million of dispatches;

What is exported:

1. Clothes;
2. Automotive spare parts;
3. Hand-made products;
4. Some types of food stuffs.

