

Russian e-commerce Market 2010

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Abstracts

The research examines Russian e-commerce market as of 2010. It covers only the retail market (B2C) i.e., online purchases of products by users for private/family use.

Online purchases in the research mean purchases that meet the following conditions:

Choice of product and seller is made (entirely or partially) online

The shopper places a remote order/booking of the product prior to purchase (this condition is relevant to online sales of physical goods; for digital products the condition is simpler – purchase should be done online)

The product is purchased in an online store or from a company with an online store (online stores mean sites offering along with product catalogues the possibility to place the selected product into basket and order it online)

The classification of one transaction or another to e-commerce is not affected by the way of placing the order (on the site, by e-mail or phone), nor by the way of getting the order (delivery or self), nor the method of payment (online advance, offline advance or COD).

The research includes the segments of sales of physical goods, the digital products segments (software, music and video) and the segments of tickets (train/airplane as well as theatre and concert).

The research is based on integration of the widest range of available sources:

Online surveys of Internet users and online shops customers

Offline surveys of Internet users

Traffic statistics of retail websites

Search keyword statistics related to online shopping

Internal statistics of some online retailers

Payment systems data

Expert estimates

This integrated approach creates a complete picture and provides maximum accuracy and reliability of conclusions and forecasts.

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