Russia & the CIS

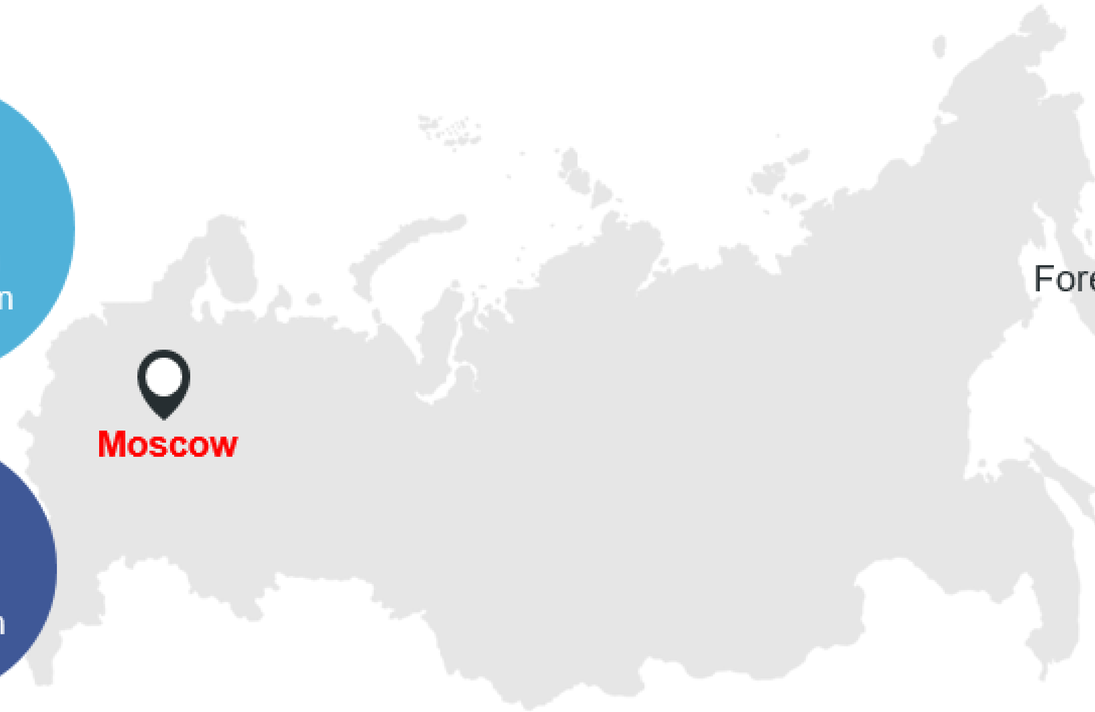
Market Entry Guide
Demo

2026



GBS.RU/EN

About the Russian E-commerce Market



$15
Forecast of GDP per capita, 2025, thousand

20,3%
The share of e-commerce in retail, 2024*

$1 006
Household final consumption, 2023, billion dollars

$122
B2C e-commerce volume, 2024, billion*

#8 The Most Economically Influential Countries, 2024

#131 Index of Economic Freedom, 2024

#30 The Inclusive Internet Index, 2022

The Most Economically Influential Countries — The U.S. News rating is based on the results of a survey of respondents about which countries they consider economically influential

Index of Economic Freedom — The index measures economic freedom based on 12 quantitative and qualitative factors

The Inclusive Internet Index — The Internet inclusion index is based on an assessment of infrastructure, prices, local content, skills of the population, and cultural factors

Source: Data Insight February 2026, World Population Review, 2025; The World Bank, 2024; IMF, 2025; eMarketer, 2025; U. S. News, 2024; The Heritage Foundation, 2024; The Economist Group, 2024
* Estimates Data Insight, March 2026

The size of the Russian E-commerce Market

Russian E-commerce Market shows double-digit percentage growth annually in 2025: 24% of orders, 19% of sales. The growth rate is gradually slowing down.

13,4
trillion rub.
market size
+19%

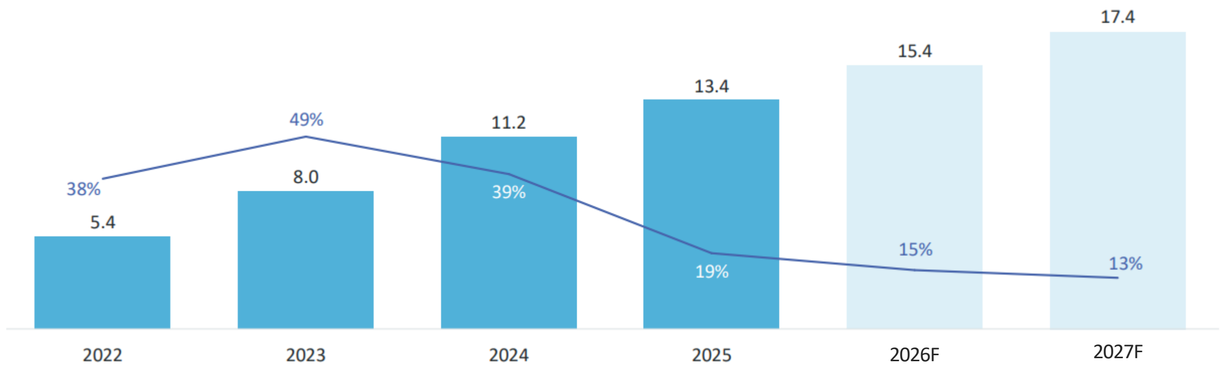
($ 160,5 million)

8,3 billion
orders
+24%

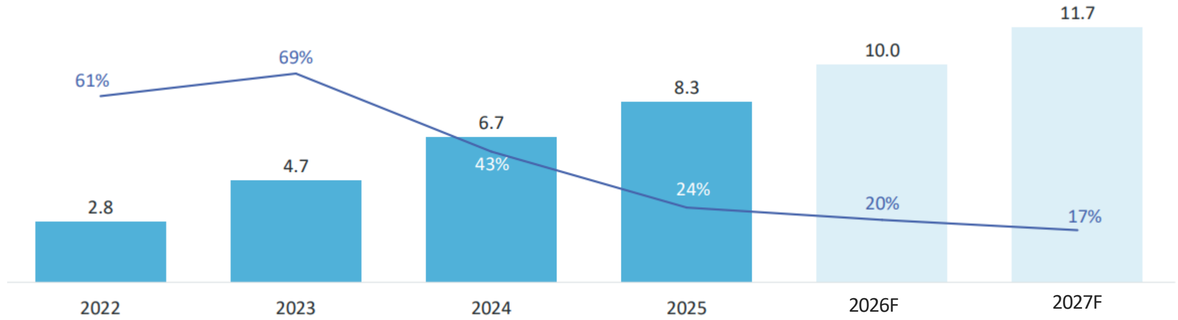
1 610 rub.
average cheque
-5%

($ 17,8)

The dynamics of sales volume with a forecast for 2026-2027, trillion rubles



The dynamics of the number of orders with a forecast for 2026-2027, million units

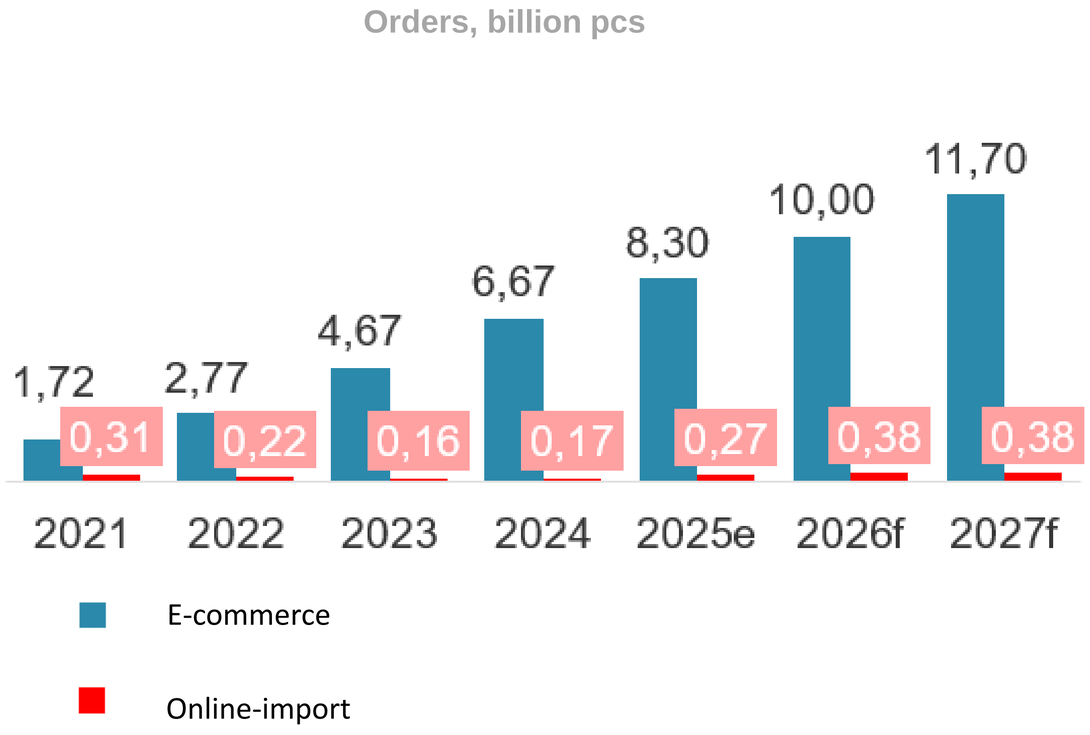


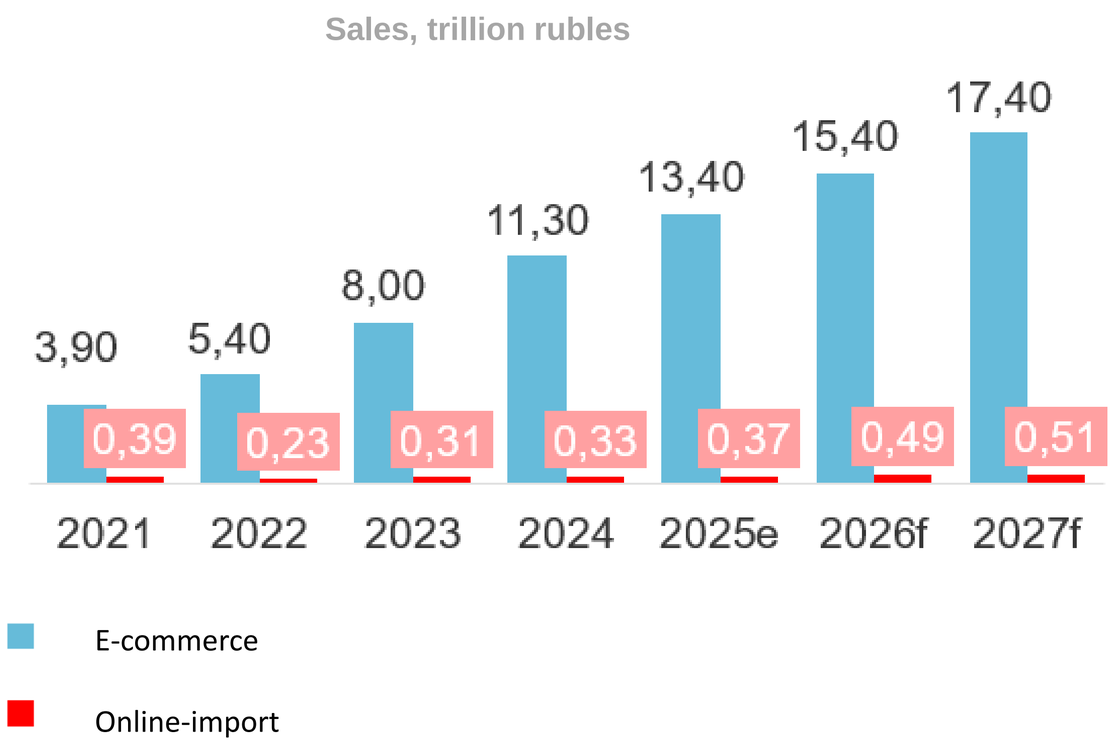
Source: Data Insight, February 2026

The size of the Russian Cross-border E-commerce

Online retail imports in Russia in 2025: 8.3 billion orders, 13,4 billion rub. ($ 189 million)

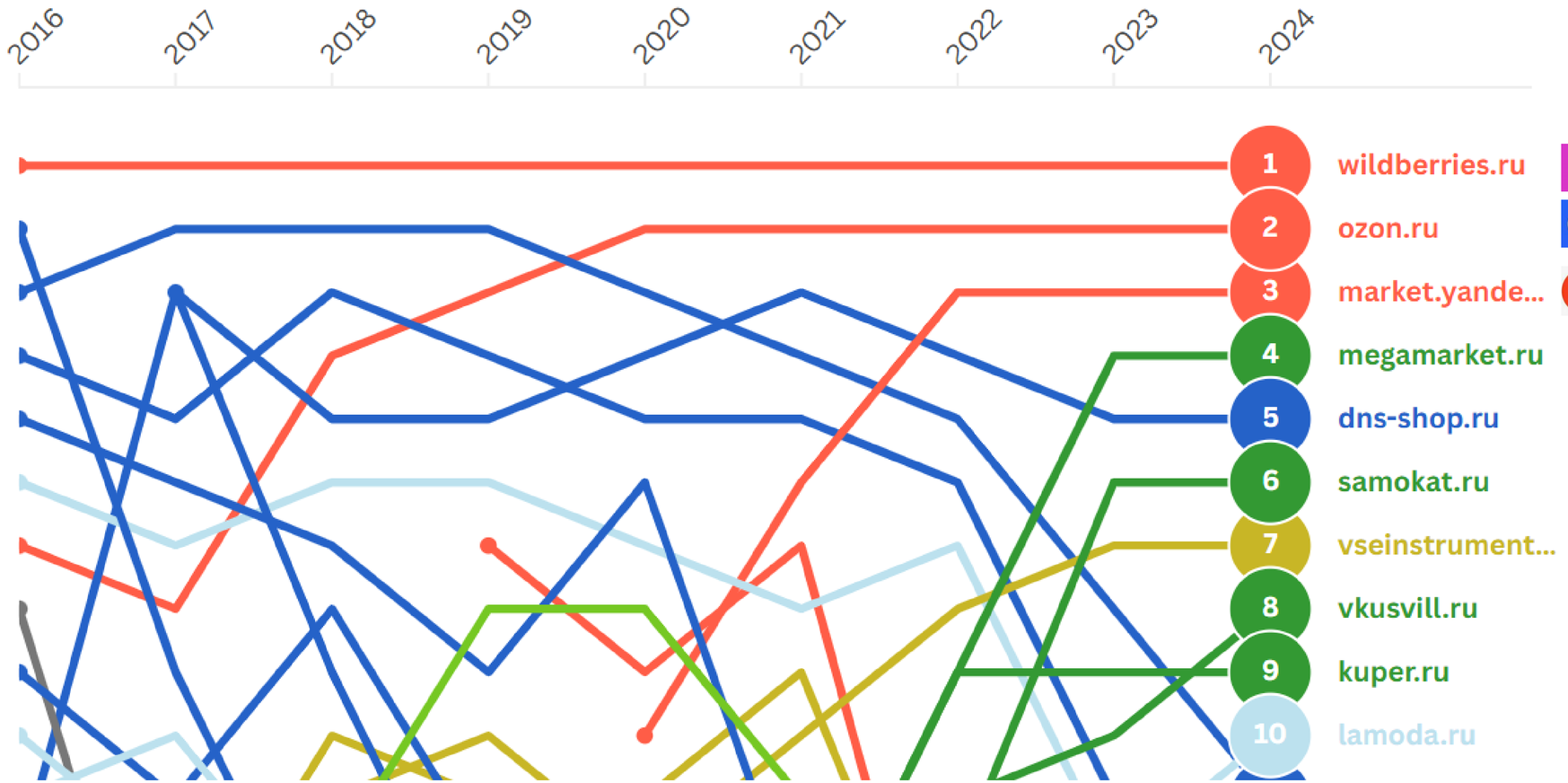
3,25% the share of Cross-border in Russian E-commerce.





Source: Data Insight & GBS, 2026

TOP 10 Russian Marketplaces and Online Stores



	Sales, trillion rub	Orders, billion	Average cheque rub
wildberries	3,3	3,83	870
OZON	2,5	1,41	1790
Яндекс Маркет	0,5	0,12	4250

Website

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Source: Data Insight, 2025

Enter to Russian and the CIS markets with GBS

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Seamless logistics

GBS is a global logistics company providing end-to-end delivery solutions from international hubs to Russia & the CIS

Poland

Błonie

GBS Express

Weight	Up to 25 kg	Rate	€3.50 per parcel + €2.50/500 g
Batteries	Allowed	Rounding	Up to the nearest 100 g

Dubai

Mainland (AL KARAMA), Free zone (DAFZA)

	GBS UAE	GBS UAE Heavy	GBS Extra small
Weight	Up to 29 kg	From 2 to 30 kg	Up to 0,5 kg
Batteries	Allowed	Allowed	Allowed
Delivery time	3-7 days	3-7 days	3-7 days
Rate	$4,3 per parcel + $1,4/100 g	$4,0 per parcel + $1,15/100 g	$2,7 + $1,46 /100g
Rounding	Up to the nearest 100 g	Up to the nearest 100 g	Up to the nearest 100 g

Turkey

Istanbul, Izmir

GBS Extra Small Express

Weight	Up to 0.5 kg	Up to 30 kg
Batteries	Allowed (MSDS required)	Allowed (MSDS required)
Delivery time	3–8 days	3–8 days
Rate	$0.80 per parcel + $0.5/100 g	$3.0 per parcel + $0.45/100 g
Rounding	Up to the nearest 100 g	Up to the nearest 100 g

China

Shenzhen, Yiwu, etc.

	GBS Express	GBS Standart	GBS Economy
Weight	Up to 30 kg	Up to 30 kg	Up to 30 kg
Batteries	Restricted	Allowed	Allowed
Delivery time	5-10 days	9-14 days	15-20 days
Rate	$3,20 per parcel + $0,5/100 g	$3,20 per parcel + $0,4/100 g	$3,30 per parcel + $0,25/100 g
Rounding	Up to the nearest 100 g	Up to the nearest 100 g	Up to the nearest 100 g

Hong Kong

Hong Kong

GBS Express

Weight	Up to 30 kg	Rate	$3,00 per parcel + $1,45/100 g
Batteries	Restricted	Rounding	Up to the nearest 100 g

Korea

Seoul

GBS Express

Weight	Up to 30 kg	Rate	$5.5 per parcel + $1.5/100 g
Batteries	Restricted	Rounding	Up to the nearest 100 g

Contact us

gbs.ru

b2c@gbs-broker.ru

All rates apply to both pickup points and courier delivery within Russia.

AliExpress OZON Маркет wildberries