



# **Российский рынок e-commerce: статистика и география**

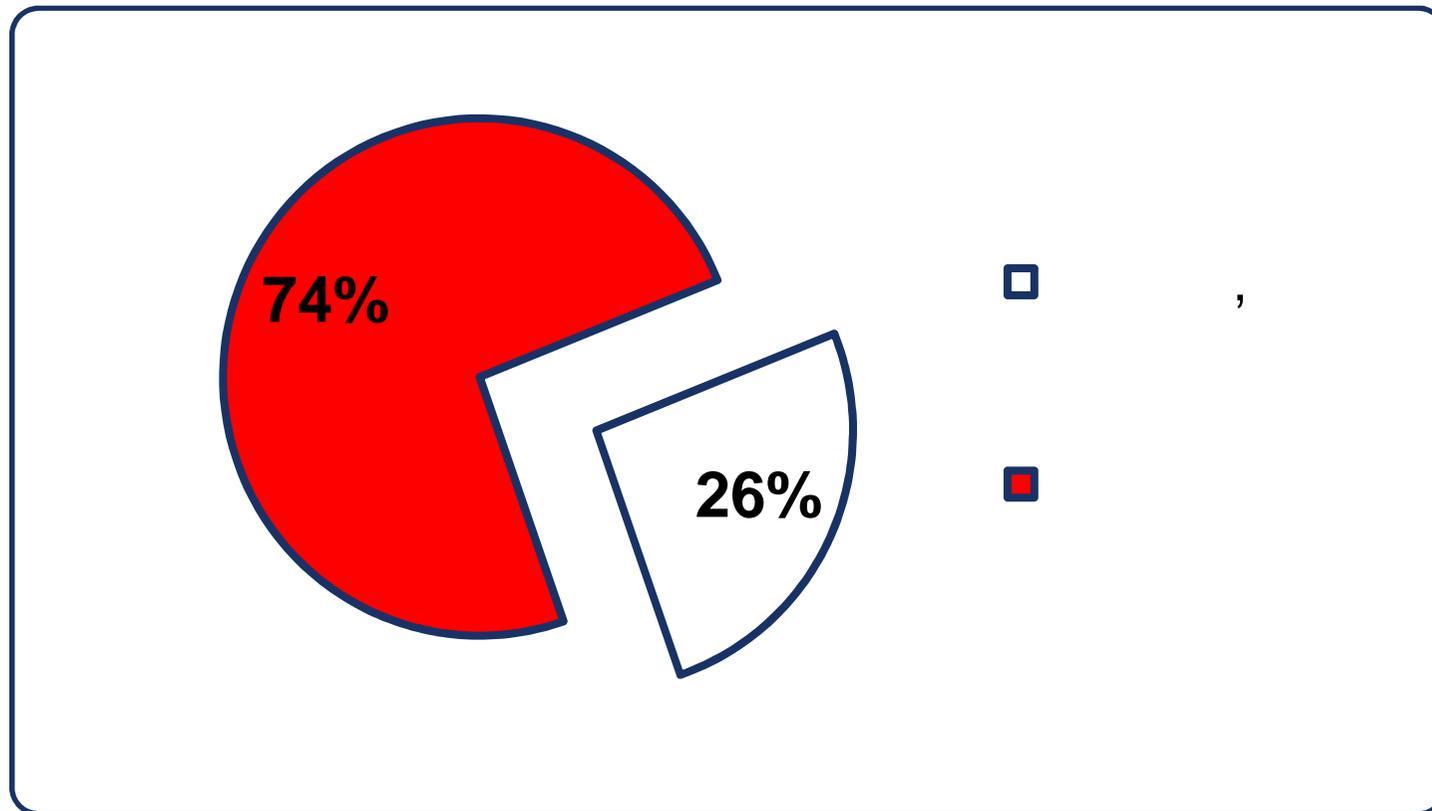
Data Insight

Март 2012



- 2011

e-commerce - 310 .  
(\$9,6 .., €7,4 .)  
- 230 .



➤ 2011 – 29%

➤ 2012 : +25%

➤ 70-80 .

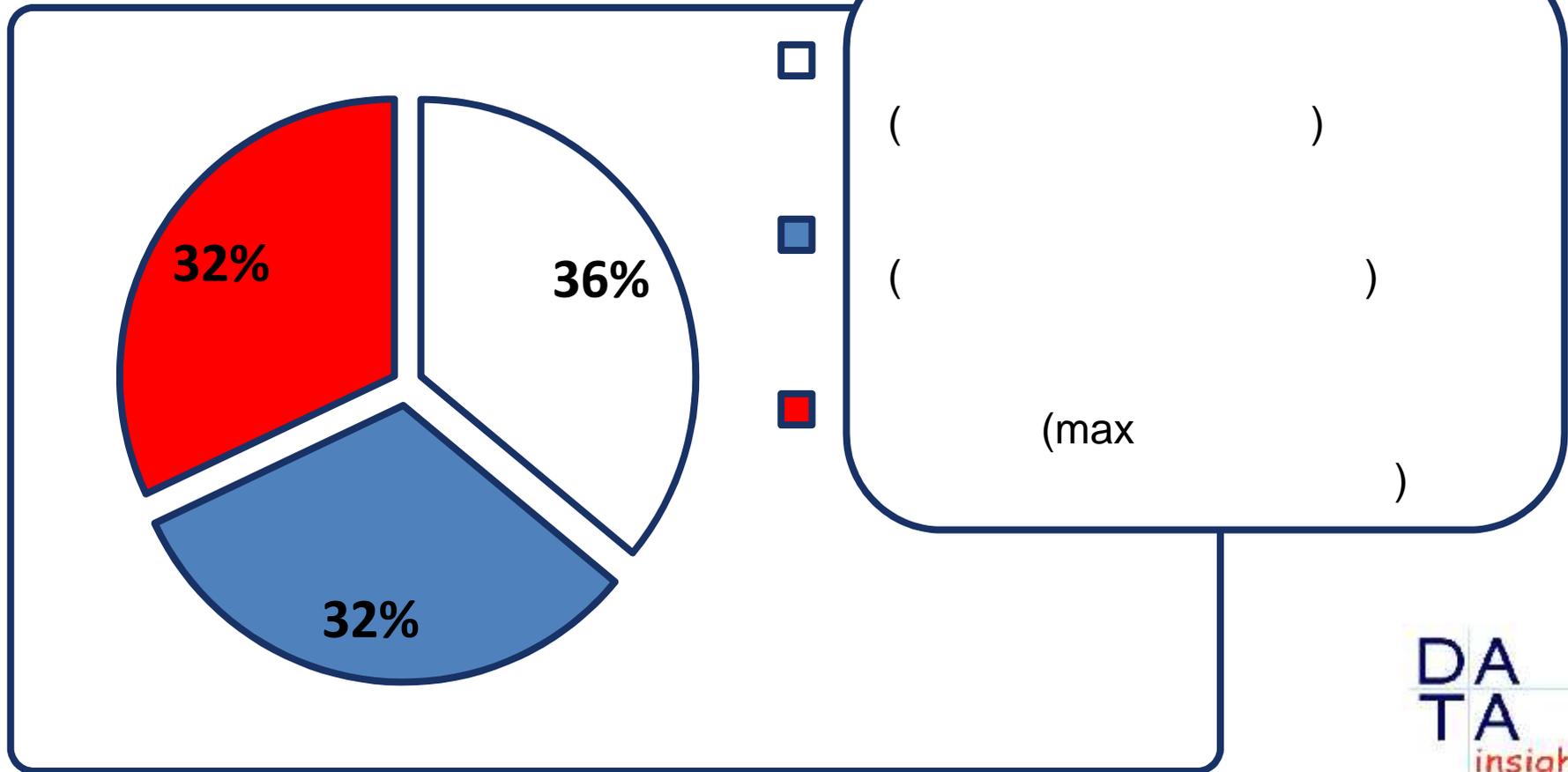
➤ « » - ,

- e-commerce (2011 )
- 245 (89 . )
- 125 (45 . ) –
- ~2/3 – -

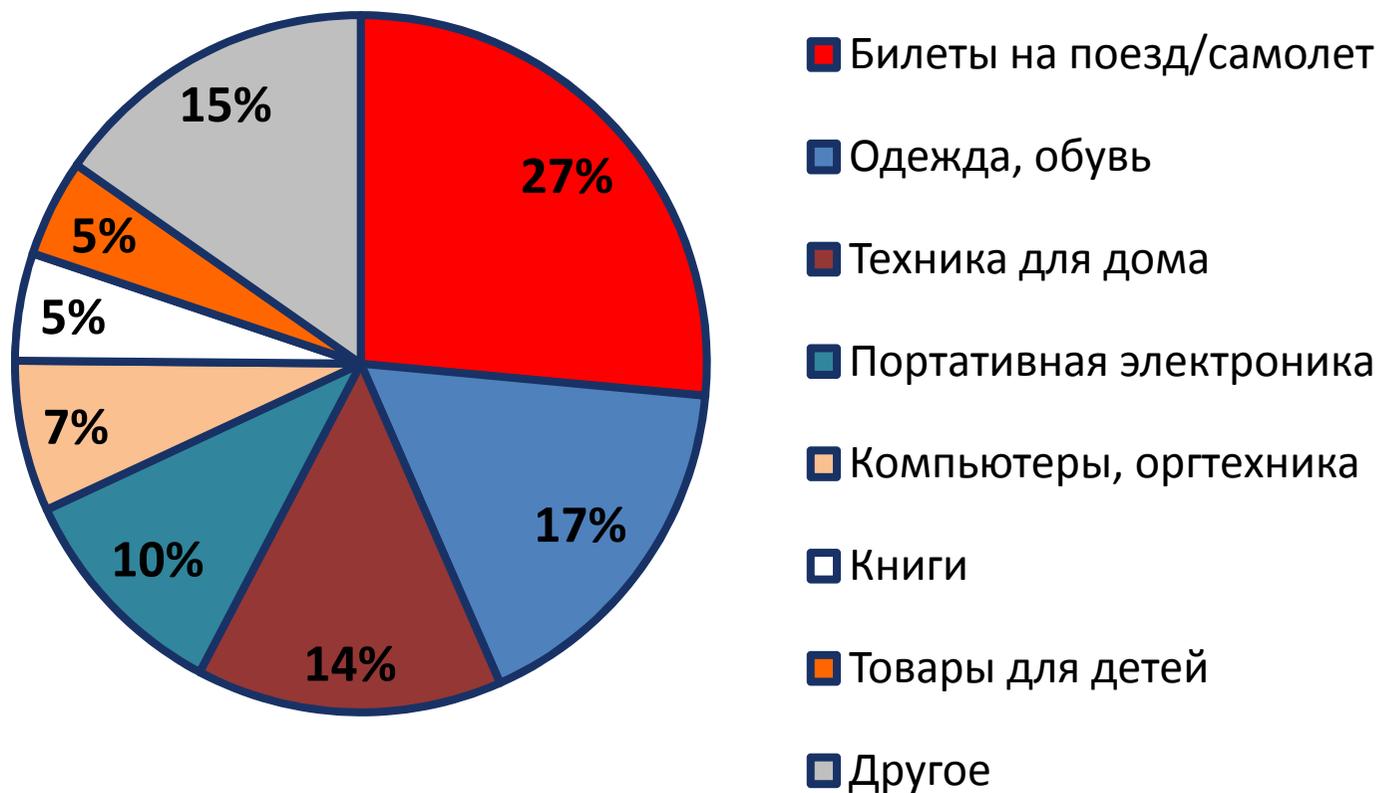
**VS.**

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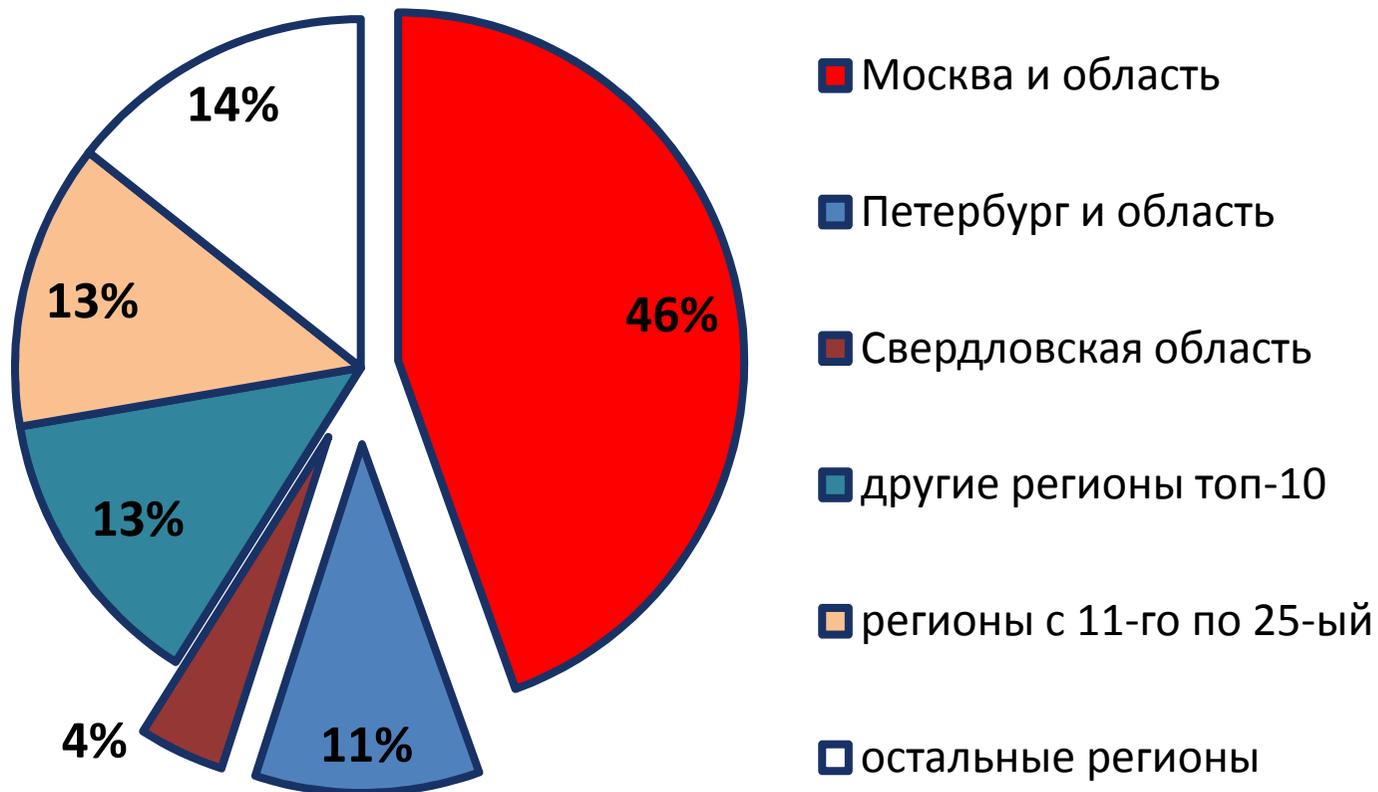
e-commerce ( + )



## Распределение рынка e-commerce в регионах ( $\Sigma = 140$ млрд. руб.)



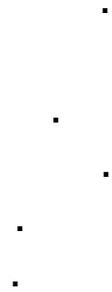
## Доли в обороте (2011)



**e-commerce:**

( 4% )

( 1,5-2,5%):

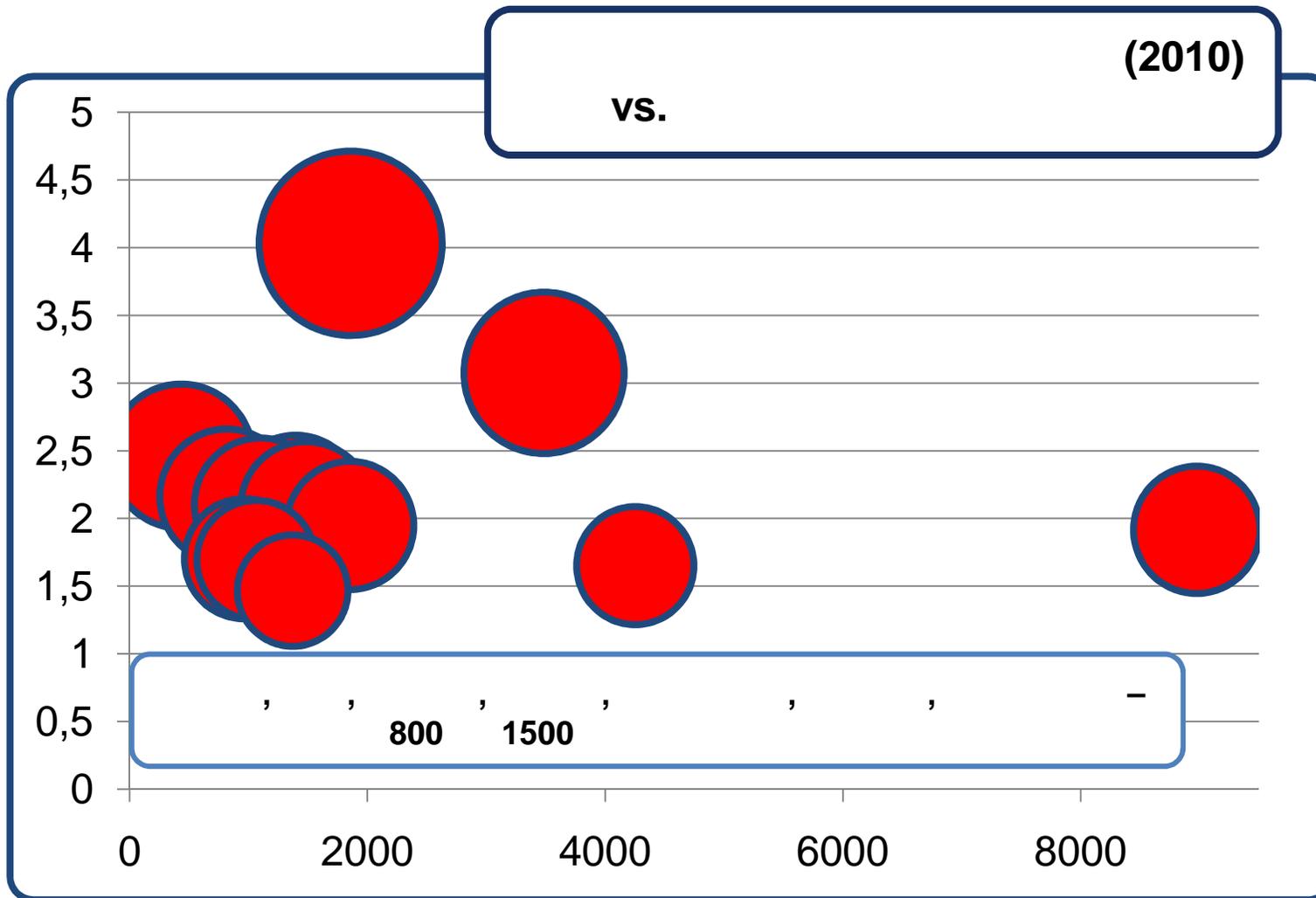


( 1,0-1,3%):

**-20**

( 0,7-1,0%):





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« » e-commerce

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e-commerce

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## Data Insight

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**E-commerce**

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[a@datainsight.ru](mailto:a@datainsight.ru)

+7 495 5405906

