The biggest in e-commerce.

Comparison of the US, Chinese, and Russian markets in 2018

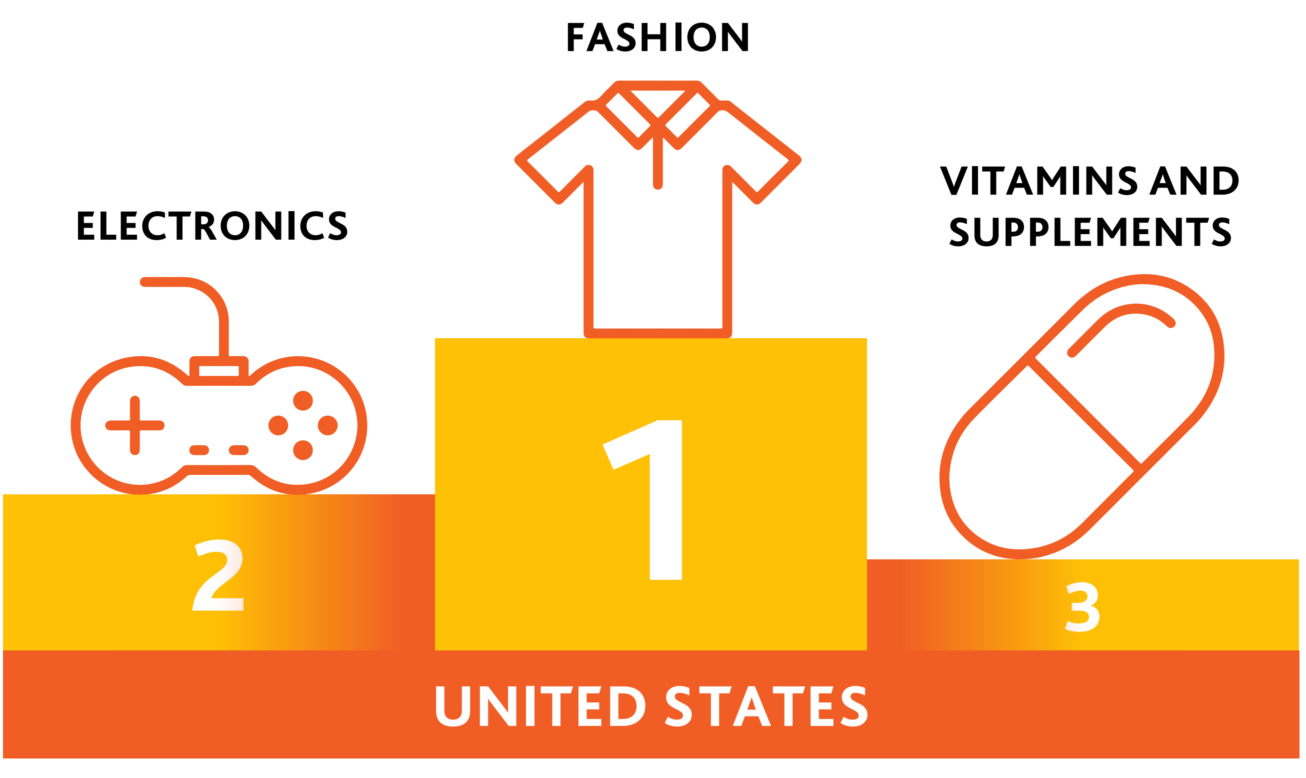
	UNITED STATES	CHINA	RUSSIA
POPULATION (2018, in millions)	327.1	1428	145.7
GDP (2018, in billions USD)	21 340	14 220	1 610
GDP PER CAPITA (2018, in USD)	64 770	10 150	11 190
UNEMPLOYMENT RATE (2018)	3.80%	3.80%	4.80%

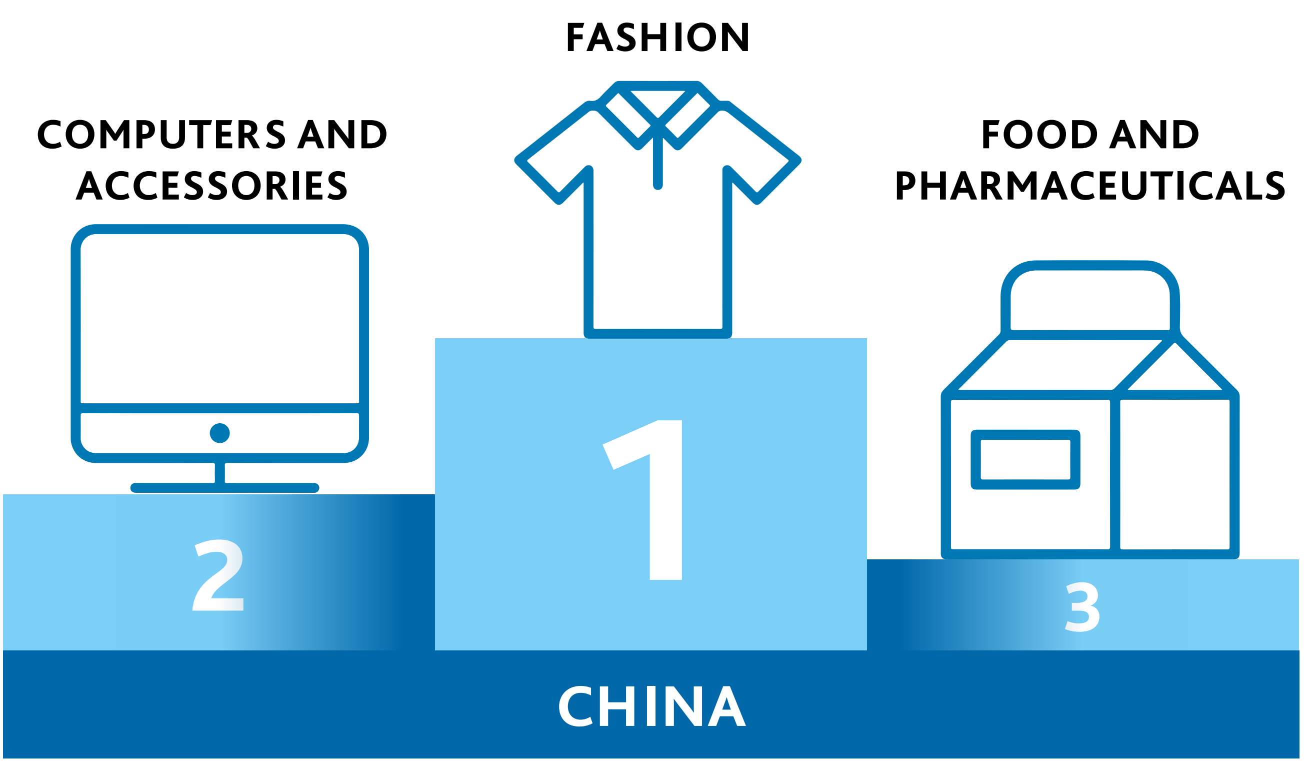
E-COMMERCE

	UNITED STATES	CHINA	RUSSIA
INTERNET USERS (2018, as % of population)	95%	57%	76%
ONLINE SHOPPERS (2018, as % of Internet users)	77%	82%	58%
ONLINE SHOPPERS[1] (2018, in millions)	239.3	667.3	64.2
E-COMMERCE MARKET VALUE (2018, in billions USD)	504.6	636.1	17.2
E-COMMERCE GROWTH (2018 vs 2017)	13%	19%	12%
E-COMMERCE SPENDING AS SHARE OF RETAIL SPENDING (2018)	8.6%	6.7%	3%
ANNUAL ONLINE SHOPPING SPENDING PER CAPITA (2018, $)	2 271	787	231
MOBILE PAYMENTS (Internet users making mobile payments)	28%	48%	34%
MOBILE SHOPPING (Internet users making purchases on mobile devices)	44%	74%	32%

TOP 3

PRODUCT CATEGORIES





	UNITED STATES	CHINA	RUSSIA
E-COMMERCE LEADER (2018)	AMAZON	ALIEXPRESS	ALIEXPRESS
CROSS-BORDER (2018)	<20%	42%	36%
SOCIAL MEDIA (2018)	YT, FACEBOOK	WECHAT, QQ, WEIBO	YT, VKONTAKTE, ODNOKLASSNIKI
E-COMMERCE SALES VIA (2018) – computer	81%	48%	90%
E-COMMERCE SALES VIA (2018) – tablet	10%	35%	4%
E-COMMERCE SALES VIA (2018) – smartphone	6%	12%	4%
TOP PAYMENT METHOD (2018)	CREDIT CARD	ONLINE PAYMENT	DEBIT CARD
DECISIVE FACTOR FOR SHOPPING ONLINE (2018)	CONVENIENCE	PRODUCT RANGE	PRICE

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- [1]calculated from data: population * Internet users * online shoppers
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