

Русский RUSSIAN at a glance

Russian is spoken by over 260 million people worldwide, including over 150 million in Russia. It is the seventh most spoken language in the world. It is the official language of Russia, Belarus, Kazakhstan and Kyrgyzstan. It's also spoken throughout Eastern Europe, the Baltics, the Caucasus and Central Asia.



Linguistic Insights

- 78%:** Percentage of Russian population that lives in the country's "European" region, which is less than 25% of the country's total territory.
- Russian is written using a Cyrillic alphabet.** Cyrillic has 33 letters: 10 vowels, 21 consonants and two letters that do not have a sound.
- 200,000:** The approximate number of words in the Russian language. This number has doubled since the 19th century. By comparison, English has more than 1 million words.

Old School
The Novgorod Codex is widely considered the oldest Russian book. It was created in the early 11th century, and rediscovered in 2000.

Space Case
Russian is one of two official languages aboard the International Space Station. American NASA astronauts often take Russian language courses to communicate with cosmonauts.



Where do Russian speakers live?

- 54%** Russia and Asia
- 8%** Europe
- 0.5%** Middle East and North Africa
- 36%** Commonwealth of Independent States and Baltic countries
- 1.5%** USA, Canada, Australia, and New Zealand
- 0.10%** Latin America and Sub-Saharan Africa



Life Online

#7 Russia has the world's seventh largest population of internet users

162% | Growth of Russia's internet penetration rate since 2009



83 million
Number of internet users in 2014

99 million
Projected number of Russia's active internet users in 2019

Yandex remains Russia's **most popular search engine**, though Google is gaining market share.



16 billion euros

Value of Russian e-commerce in 2017

- 22%:** E-commerce sales growth from 2016 to 2017
- 36%:** Russian internet users who shopped online in 2016



Cross-Border Opportunities

37% Amount of Russian e-commerce sales from cross-border companies

Small appliances, electronics, clothes, and shoes: Items Russians prefer to buy from foreign online stores. They prefer quality products from foreign stores over locally-produced products.



Preferred Payment Methods

80% Russians who prefer cash on delivery for physical goods ordered online.

E-Wallets
Popular local electronic currencies include Yandex Money, Webmoney and QIWI Wallet.



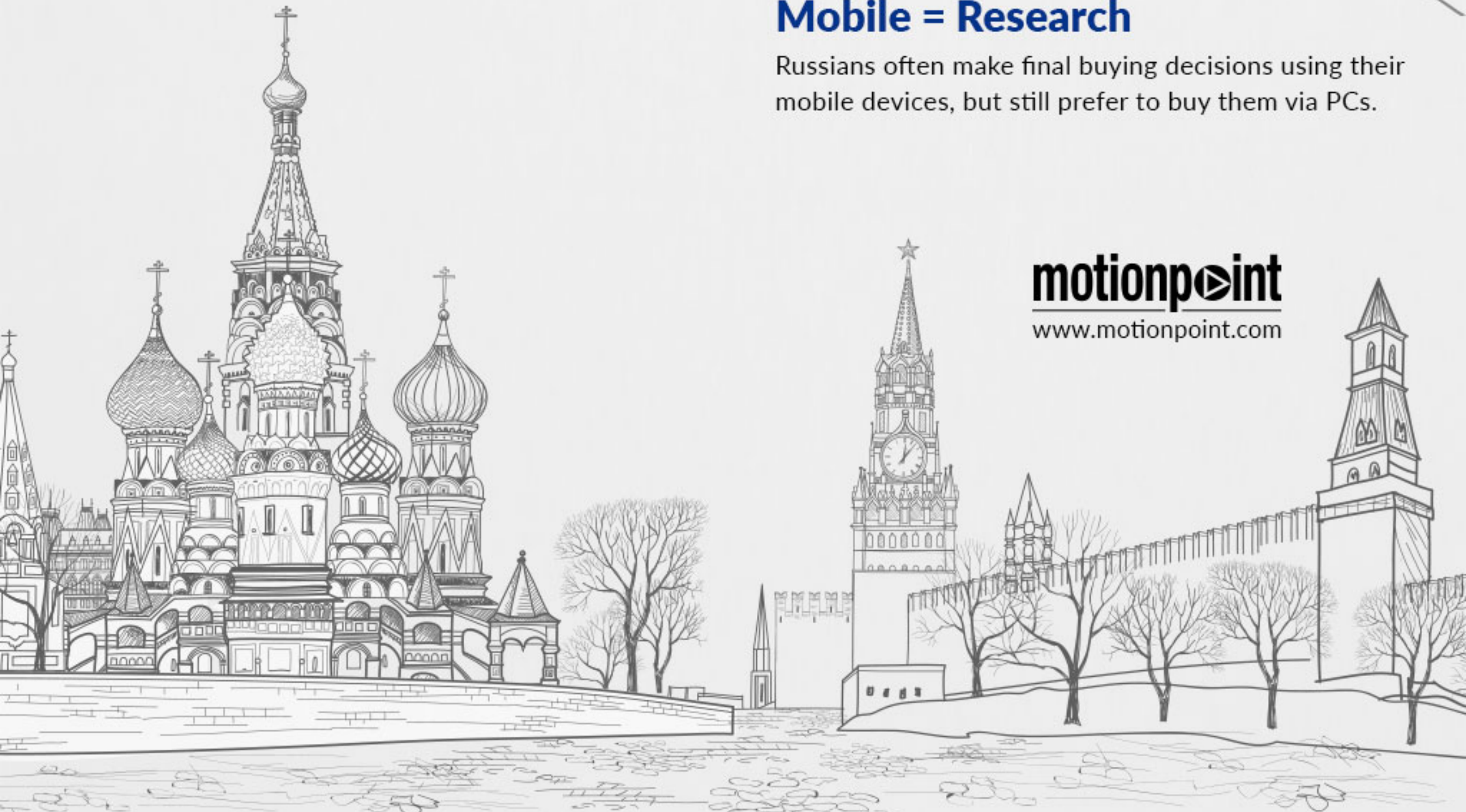
Mobile

33% Quantity of Russian e-commerce transactions that were made on mobile devices in 2016

- 55%** of those purchases made on smartphones
- 45%** were made on tablets

50%
About half of Russians own a smartphone

Mobile = Research
Russians often make final buying decisions using their mobile devices, but still prefer to buy them via PCs.



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Sources: Liden & Denz, Duolingo, Listen & Learn, BBC, LinguaJunkie, Russia Beyond, Russian Trek, Wikipedia, Statista, Internet World Stats, Ecommerce News, Russia Briefing, Russian Search Marketing