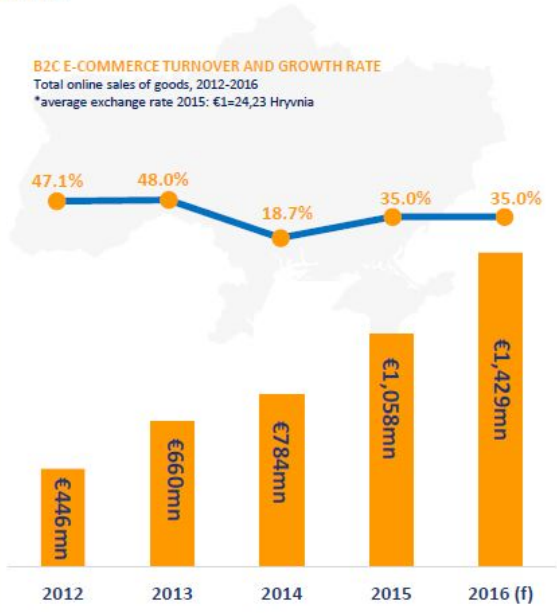


# Ukraine

**Population 15+**  
37.7mn

**Internet users**  
21.9mn (58%)

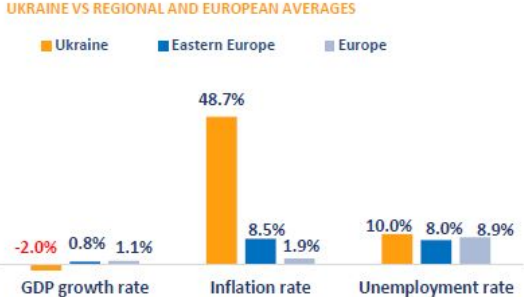
**Number of e-shoppers**  
3.7mn (10%)



Source: UADM and Ecommerce Foundation, 2016

Source: Ukrainian Internet Association, Research Holding Factum Group, Ecommerce Foundation and Eurostat, 2016

# E-commerce Markets Eastern Europe



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



# Ukraine

## E-commerce Markets Eastern Europe

### TOP 10 ONLINE RETAILERS

Average number of unique visitors per month, 2015

Rank	Top 10 online retailers	Monthly visitors
1	Rozetka	23,600,000
2	Allo	3,500,000
3	Modnakasta	2,800,000
4	Comfy	2,600,000
5	F.ua	2,400,000
6	Mobilluck	2,400,000
7	Leboutique	2,300,000
8	Citrus	2,200,000
9	Lamoda	2,100,000
10	Eldorado	1,800,000

Source: UADM, 2016

### TOP 5 COMPARISON SITES

Average number of unique visitors per month, 2015

Rank	Top 5 comparison sites	Monthly visitors
1	Hotline	7,300,000
2	Price	3,700,000
3	Market.yandex	2,900,000
4	EK	1,600,000
5	M	1,400,000

Source: UADM, 2016

### NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: UADM and Ecommerce Foundation, 2016