

PPRO
Payments & E-commerce Report
Eastern Europe





Introduction

Dear reader,

Welcome to the PPRO Regional Payments and e-commerce report for Eastern Europe. This year, we have made a few changes. We've broadened the scope to include more useful information. And we've added new graphs and charts showing key indicators for each market. At their core, though, the reports are still the same in a way that's very important to PPRO. E-commerce is one of the big business success stories of the last decade. It has created jobs, injected new dynamism into our economies, and given people who wouldn't otherwise have had it, access to goods and services that improve their lives.

At PPRO, we're proud to help make possible the payments revolution that underpins the explosive growth of the e-commerce industry. But we're even prouder to have helped our partners and their merchants grow and succeed, in more markets every year.

And that's what this report and its companions are really about. They are tools designed to give you the knowledge you need to open new markets. We hope you find them useful and we wish you every success.

Yours sincerely

Simon Black
CEO, PPRO Group



Eastern Europe: leading the way to growth

In all but two of the markets in this report, e-commerce growth is in double figures. Like their counterparts in most markets, Eastern and Central Europeans are buying online in increasing numbers – a trend driven by increased convenience, particularly as logistics networks become more efficient and ubiquitous, and home delivery more readily available.

This is particularly impressive, when you consider that, according to at least one recent report, wage growth in the region has not kept pace with rising productivity. On at least one measure of gross national income (GNI) – the Atlas Method – the World Bank's figures support this conclusion, with GNI per capita falling across the region for three consecutive years starting in 2014.

There are, however, signs that this picture is now changing. The Central European EU members are benefitting from the recovery driven by the improved performance of the eurozone. Romania, the Czech Republic, Poland, Hungary, and Slovakia all grew by between 3% and 5% in the second quarter of 2017. That's compared to an average EU growth rate of 2.3%.

Consumer confidence in Russia, while still in negative numbers, improved in every quarter since from the start of 2016 to mid-2017. In May, the World Bank reported that Russia was moving from recession to recovery, with a growth in real wages driving an increase in domestic consumption. Ukraine is also enjoying a modest recovery, though growth is still hampered by continued unrest and uncertainty arising from the security situation in its Eastern provinces. Turkey, meanwhile, is in a league of its own. Despite political turmoil it continues to enjoy a growth rate of above 5%. In the G20, only China and India are growing faster.

Commonalities and exceptions

For the purposes of this report, we've grouped all the countries together under the heading 'Eastern Europe'. In reality, though they all share certain things in common – a recent history of economic diversification, coupled with market and labour reforms – the economies covered in this report are also highly diverse and different from each other in many ways. Broadly speaking, they fall into three groups – with two obvious outliers. The first group is the Central Europeans; basically, the Visegrád Group plus Romania. The main trading partner for all this group's members is Germany, which takes on average 27% of their exports. All of these economies are advanced and diverse, with the service sector accounting for most of the economic activity and exports dominated by finished consumer and capital goods.

The second sub-group within the Eastern Europe category is the Baltics: Estonia, Latvia, and Lithuania. Like the Central Europeans, the Baltic countries have diverse and modern economies. All have a relatively high GDP per capita – second, fourth and fifth highest in this report, with the Czech Republic at number one and Slovakia at number three. Unlike the Central Europeans, the economic life of the Baltics isn't as dominated by a single export partner. Russia, not Germany, is the biggest export market but it takes, on average, only around 10% of exported goods.

The third group is South-Eastern Europe, which for the purposes of this report consists of Ukraine and Bulgaria. Both countries' exports are skewed far more heavily to raw materials and intermediate goods (Ukraine's more so than Bulgaria's). Bulgaria has the second-lowest GDP per capita in this group, Ukraine the lowest.

Ukraine has suffered significantly as a result of the conflict in the Donbass region, with the economy contracting by 6.5% in 2014. By 2016, the country's economy was growing once again but difficulties remain. The conflict has disrupted trade with Russia, Ukraine's largest foreign market. In 2010, Russia took over a quarter of Ukraine's exports. By 2015, this had fallen to just 13%. Bulgaria's economy grew by 3.4% in 2016 with domestic consumption the main growth driver. This follows an increase in the statutory minimum wage in January of this year. The outliers in the report are Russia and Turkey. 34% of Russia's exports in physical goods are raw materials. In another country, this might be a sign that the economy is under-developed. In Russia's case, it's simply a reflection of the country's huge natural resources. Russia has the world's largest reserves of natural gas and seventh largest oil reserves. Despite sanctions imposed by the US in the wake of the Crimea crisis, the Russian economy is growing at a rate of 1.7%. In a recent report, the investment bank J.P. Morgan attributed Turkey's growth to strong exports and reviving domestic consumption.

E-commerce in the region

E-commerce in Eastern Europe is growing at an average rate of 14%, 5.2% of all retail sales are made online, and the average online consumers spends \$540 a year. In the main, the growth in e-commerce is driven by the same factors as in other markets — the increasing ubiquity of high-speed Internet, consumer price sensitivity and the improvement in delivery networks. There are, however, some factors specific to the region — or at least to countries within the region. In Russia, for instance, a hunger for consumer goods in remoter regions, relatively under-served by high-street stores, is being met by a wave of new Chinese cross-border e-commerce stores. In 2016, the cross-border e-commerce market in Russia grew by 37% and 90% of those purchases were from Chinese merchants.

PPRO Payments & E-commerce Report Country breakdown

Bulgaria	08
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Latvia	16
Lithuania	18
Poland	20
Romania	22
Russia	24
Slovakia	26
Turkey	28
Ukraine	30



Bulgaria

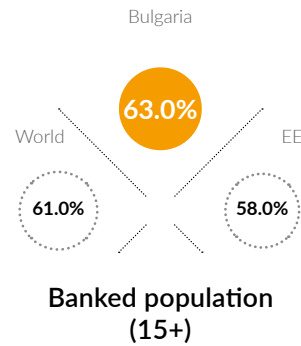
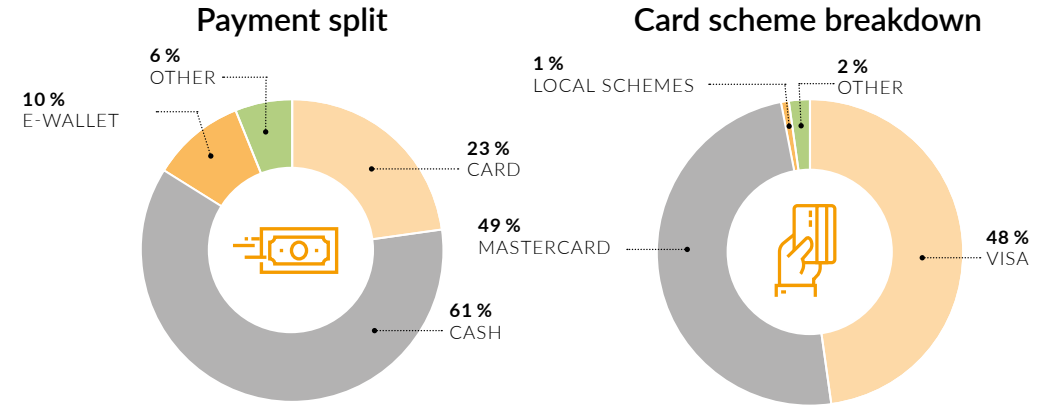
Bulgaria is a Balkan nation the inhabitants of which speak a South-Slav language closely related to Macedonian. For over 500 years an Ottoman province, the country regained its independence in 1908. From 1946 to 1989, it was part of the Soviet Eastern bloc. Since regaining its full independence, it has joined NATO and the EU, and undertaken a programme of economic liberalisation. The Bulgarian economy is growing at a rate of 3.4%. Its GDP per capita is just under \$7,000. E-commerce accounts for 1.3% of retail sales and the e-commerce market is growing by 10% a year.

	Bulgaria	EE	World
Population	7,177,991	286,240,543	7,515,284,153
Population (15+)	6,162,735	240,825,023	5,561,310,273
GDP (\$USD millions)	\$50,199.12	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$6,993.47	\$9,246.41	\$10,112.33
Online population	4,066,784	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.61	\$52.83	\$2,495.70
Average online spend (\$USD)	\$290.81	\$648.00	\$1,042.00



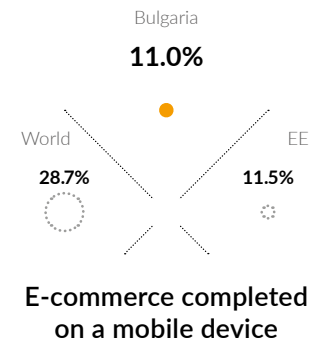
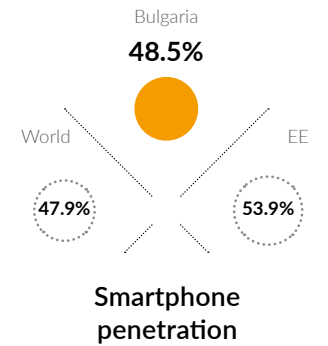
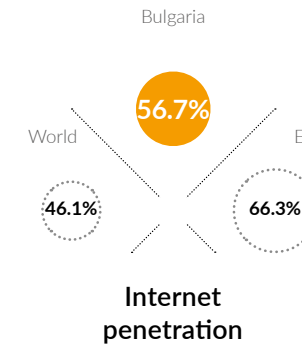
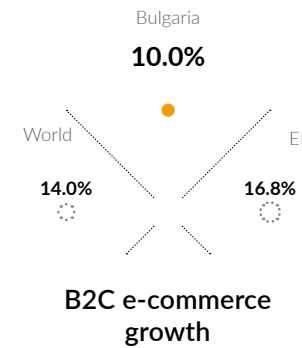
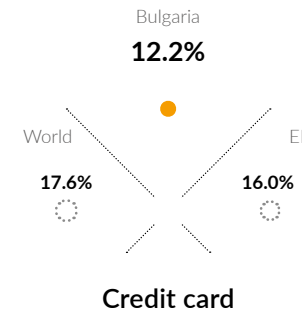
Top e-commerce segments

- AIRLINES & HOTELS **1ST**
- CLOTHING & FOOTWEAR **2ND**
- INFORMATION TECHNOLOGY **3RD**



Important local payment methods

- EASYPAY
- EPAY.BG
- TRUSTLY





Czech Republic

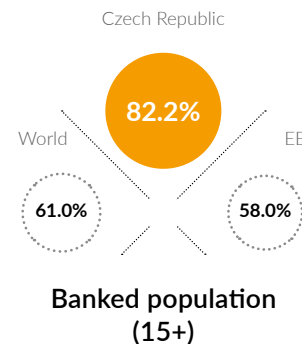
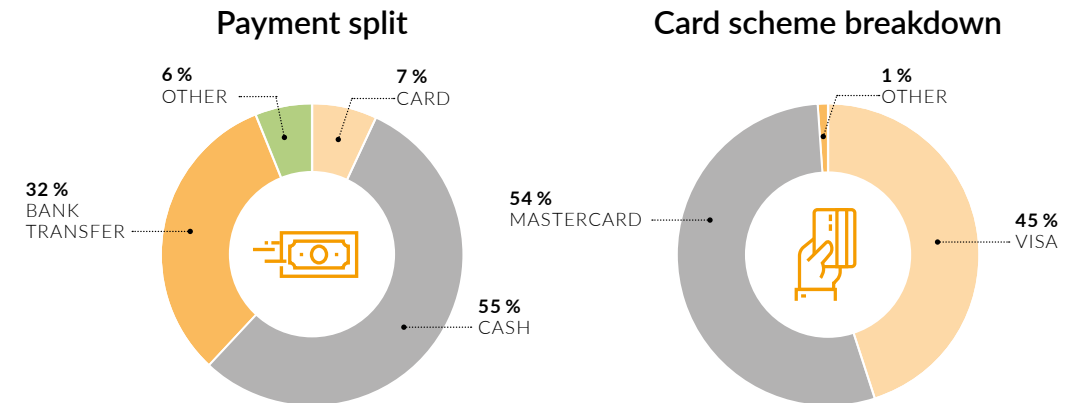
Consisting of the historical provinces of Bohemia and Moravia, the Czech Republic has managed the transition from planned economy to a free market with considerable success. It has the highest GDP per capita in this report. Over 80% of its exports in physical products are manufactured goods. Key sectors include the automotive and chemical industries. Czech e-commerce is growing by 9.2% a year. Popular purchase categories include clothing, household goods, and electronics. According to a 2017 study, the range of products sold online is growing to include, among other things, groceries. The e-commerce market is growing by 21% a year.

	Czech Republic	EE	World
Population	10,546,059	286,240,543	7,515,284,153
Population (15+)	8,959,732	240,825,023	5,561,310,273
GDP (\$USD millions)	\$185,156.36	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$17,556.92	\$9,246.41	\$10,112.33
Online population	8,573,798	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$3.96	\$52.83	\$2,495.70
Average online spend (\$USD)	\$755.88	\$648.00	\$1,042.00



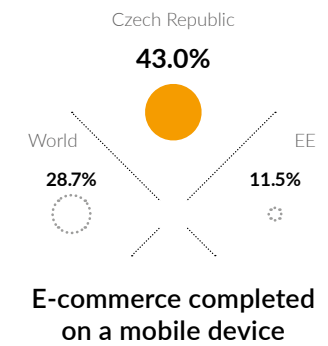
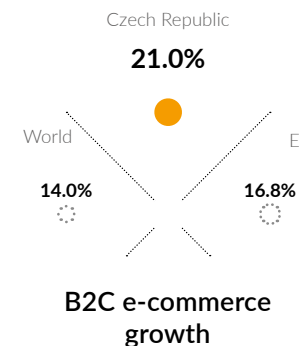
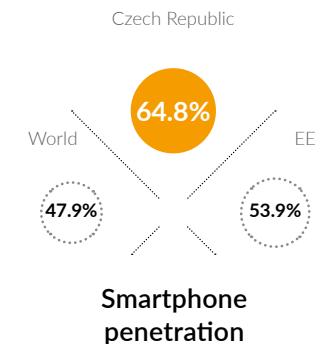
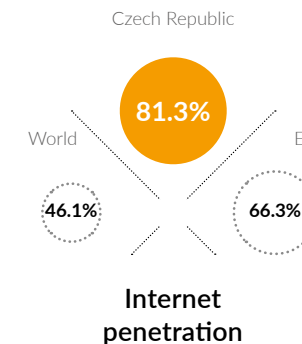
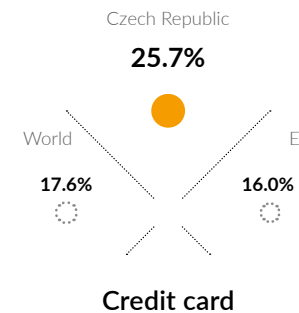
Top e-commerce segments

CLOTHING & FOOTWEAR	HOME & FURNITURE	ELECTRONIC GOODS
17%	11%	7%



Important local payment methods

- ENTERCASH
- GOPAY
- PAYU
- TRUSTPAY
- TRUSTLY
- SUPERCASH





Estonia

The northernmost of the Baltic republics, Estonia is a majority Lutheran country the inhabitants of which speak a Finno-Ugric language closely related to Finnish and Hungarian but not to any other major European language. Estonia regained its independence from the Soviet Union on 20 August 1991. The country has one of the best digital infrastructures in Central Europe. By 2018, it plans to roll out 100Mbps broadband to the whole population. Internet penetration is at 88%. E-commerce is worth 0.18 billion (the population is only 1.3 million) and is growing at a rate of 10% a year.

	Estonia	EE	World
Population	1,314,608	286,240,543	7,515,284,153
Population (15+)	1,103,116	240,825,023	5,561,310,273
GDP (\$USD millions)	\$22,459.44	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$17,084.52	\$9,246.41	\$10,112.33
Online population	1,162,200	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.18	\$52.83	\$2,495.70
Average online spend (\$USD)	\$389.00	\$648.00	\$1,042.00



Top e-commerce segments

AIRLINES & HOTELS

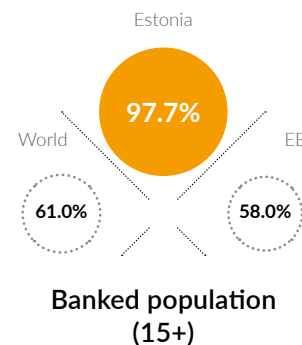
1ST

ENTERTAINMENT

2ND

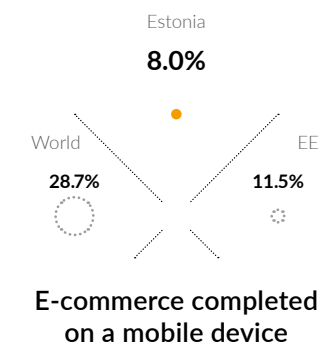
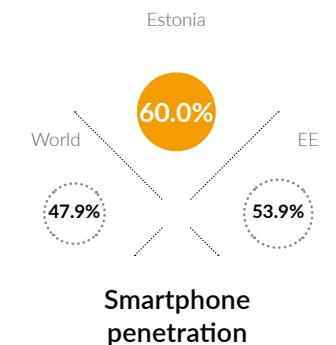
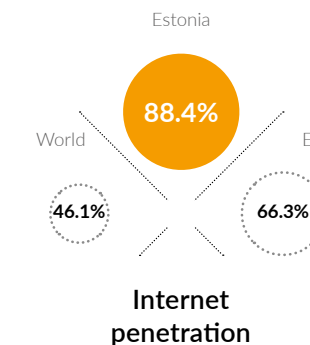
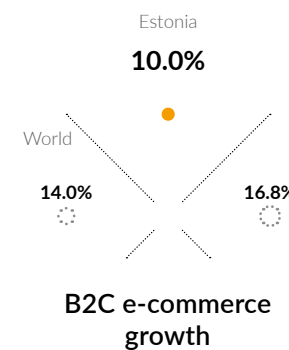
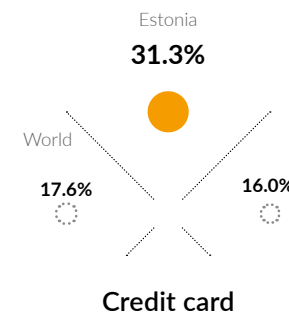
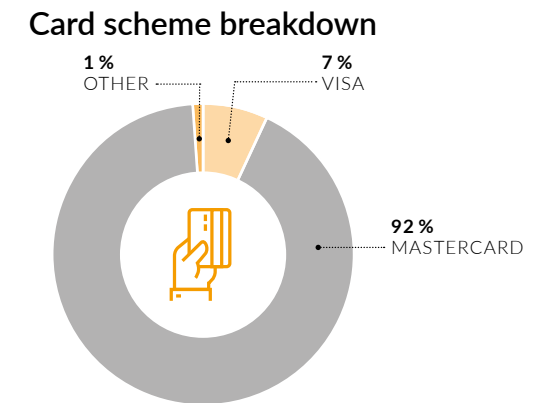
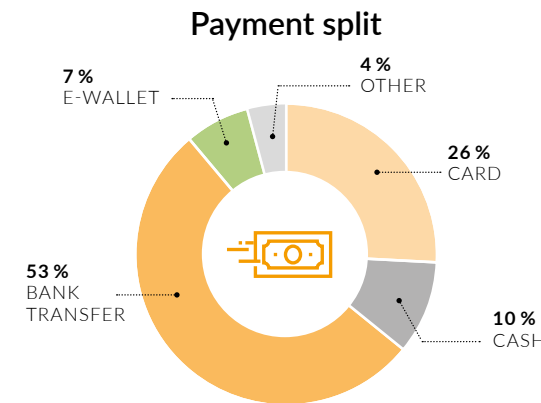
CLOTHING & FOOTWEAR

3RD



Important local payment methods

ESTONIAN BANK LINKS
YANDEX.MONEY
TRUSTLY
ENTERCASH





Hungary

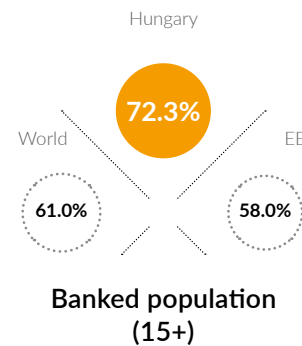
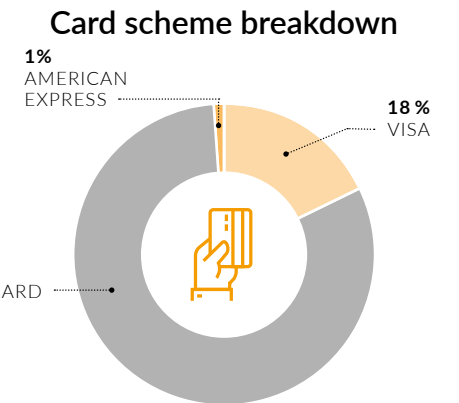
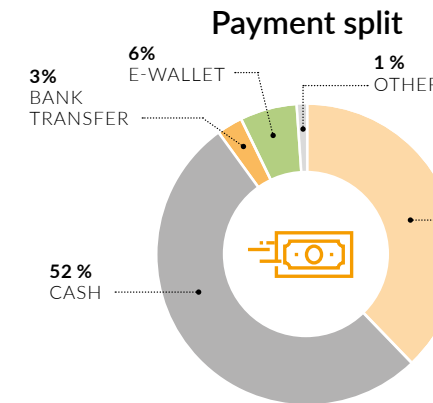
Once a great power, Hungary is now a small republic with a diverse and successful economy. Combative prime minister Viktor Orbán has clashed frequently with the EU commission, even drawing threats of official sanctions. But it does not seem to have hurt the Hungarian economy which is growing at a rate of over 2% a year. Hungarian e-commerce is growing at a rate of 21% a year. The sector is worth \$1.5 billion annually, around 9.5% of total retail sales. Hungary's e-commerce growth rate of 21% is being driven by rising device usage and the availability of home delivery.

	Hungary	EE	World
Population	9,843,028	286,240,543	7,515,284,153
Population (15+)	8,410,010	240,825,023	5,561,310,273
GDP (\$USD millions)	\$121,715.20	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$12,365.63	\$9,246.41	\$10,112.33
Online population	7,894,108	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.50	\$52.83	\$2,495.70
Average online spend (\$USD)	\$414.01	\$648.00	\$1,042.00



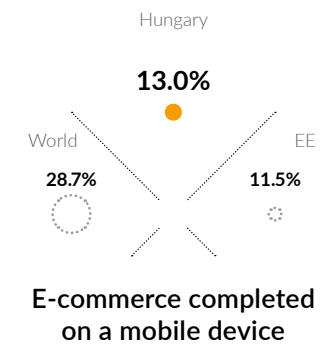
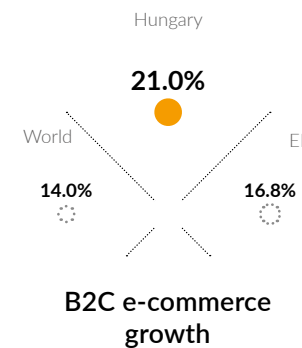
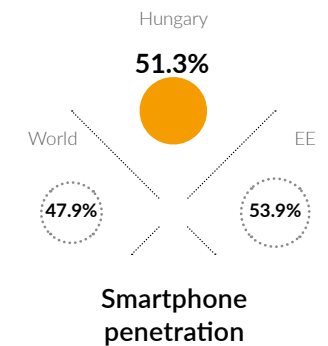
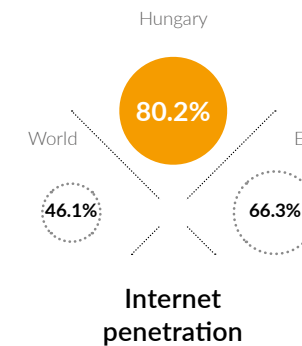
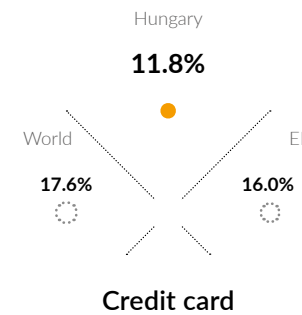
Top e-commerce segments

- AIRLINES & HOTELS **1ST**
- CLOTHING & FOOTWEAR **2ND**
- INFORMATION TECHNOLOGY **3RD**



Important local payment methods

ABAQOOS
OTPAY





Latvia

Latvian is an Eastern-Baltic language related to Lithuanian. Like Estonia, Latvia is a mainly Lutheran country which escaped Soviet rule in 1991. E-commerce in Latvia is worth \$0.28 billion USD and is growing at a rate of 10% a year. In 2016 thanks to various reforms – among other things around financial transparency – Latvia joined the World Bank’s table of top 20 countries in which to do business. The country is a member of the EU, the eurozone and of NATO. Economic growth in 2016 was at 2% but by the end of 2017 was forecast to reach 4%.

	Latvia	EE	World
Population	1,977,527	286,240,543	7,515,284,153
Population (15+)	1,682,438	240,825,023	5,561,310,273
GDP (\$USD millions)	\$27,002.83	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$13,654.85	\$9,246.41	\$10,112.33
Online population	1,566,213	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.28	\$52.83	\$2,495.70
Average online spend (\$USD)	\$324.00	\$648.00	\$1,042.00



Top e-commerce segments

ELECTRONIC GOODS

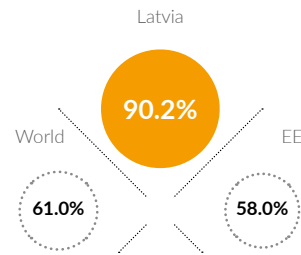
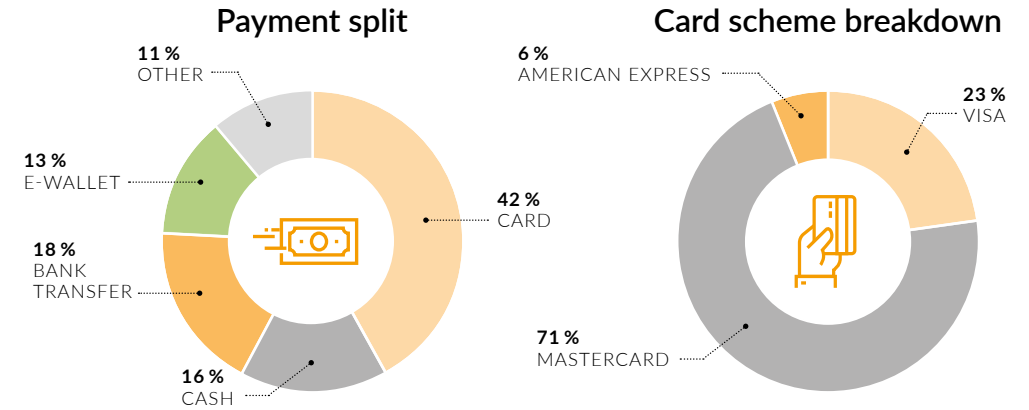
1ST

CLOTHING & FOOTWEAR

2ND

ENTERTAINMENT

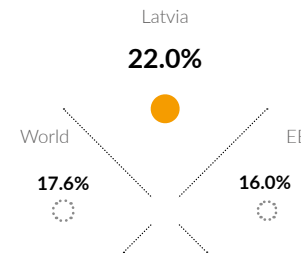
3RD



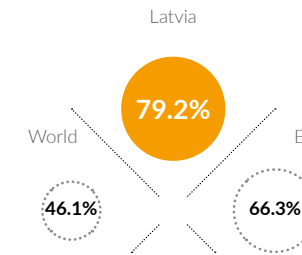
Important local payment methods



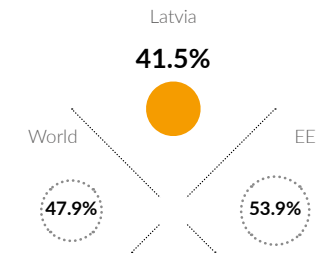
LATVIAN BANK LINKS
YANDEX.MONEY



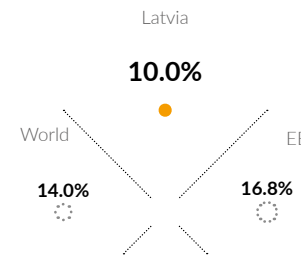
Credit card



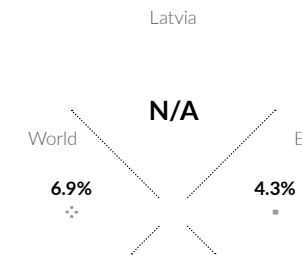
Internet penetration



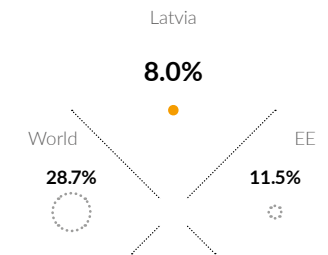
Smartphone penetration



B2C e-commerce growth



E-commerce % of total retail



E-commerce completed on a mobile device



Lithuania

Lithuania is the only majority-Catholic Baltic republic, having never been ruled by the latterly Lutheran Teutonic Knights. Once half of the powerful Polish-Lithuanian Commonwealth, it is now a small, modern republic with its own oil industry, a strong agricultural sector, and a diverse manufacturing base. E-commerce in Lithuania is worth \$0.52 billion and is growing at a rate of 12% a year. The average online consumer spends \$393 a year. According to the EU Commission only 11% of Lithuanians currently shop with cross-border e-tailers and only 33% say they would feel confident doing so.

	Lithuania	EE	World
Population	2,904,910	286,240,543	7,515,284,153
Population (15+)	2,483,266	240,825,023	5,561,310,273
GDP (\$USD millions)	\$41,400.14	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$14,251.78	\$9,246.41	\$10,112.33
Online population	2,073,467	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$0.52	\$52.83	\$2,495.70
Average online spend (\$USD)	\$392.75	\$648.00	\$1,042.00



Top e-commerce segments

ENTERTAINMENT

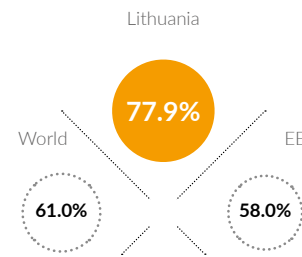
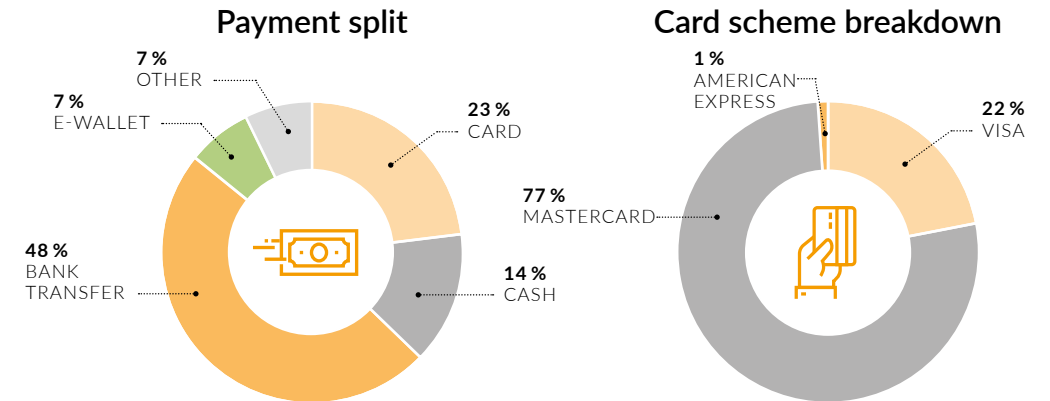
1ST

ELECTRICAL GOODS

2ND

CLOTHING & FOOTWEAR

3RD

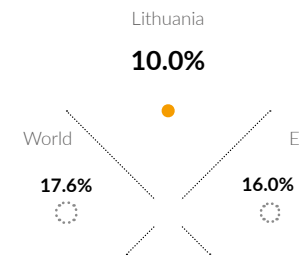


Important local payment methods

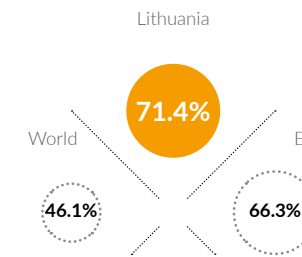


Important local payment methods

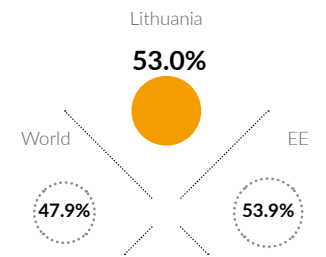
- LITHUANIAN BANK LINKS
- MAXIMA
- PERLAS TERMINALS
- PAYPOST
- ENTERCASH
- YANDEX.MONEY



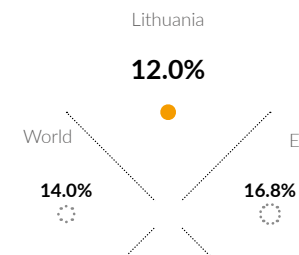
Credit card



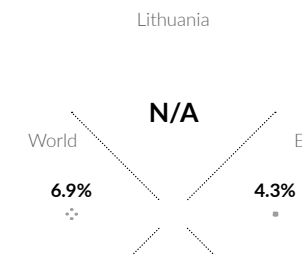
Internet penetration



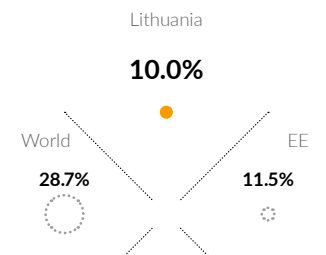
Smartphone penetration



B2C e-commerce growth



E-commerce % of total retail



E-commerce completed on a mobile device



Poland

The sixth-largest economy in the EU, since 1989 Poland has built a market economy with large and successful automotive, aerospace, and IT industries but also with continued significant employment in agriculture and a growing service sector. The country sustained growth throughout the financial crisis and in August 2017 unemployment hit a 25-year-low. E-commerce in Poland is worth \$8.5 billion and growing at a rate of 15% a year.

	Poland	EE	World
Population	37,986,412	286,240,543	7,515,284,153
Population (15+)	32,308,856	240,825,023	5,561,310,273
GDP (\$USD millions)	\$477,066.45	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$12,558.87	\$9,246.41	\$10,112.33
Online population	25,829,621	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$8.54	\$52.83	\$2,495.70
Average online spend (\$USD)	\$701.49	\$648.00	\$1,042.00



Top e-commerce segments

AIRLINES & HOTELS

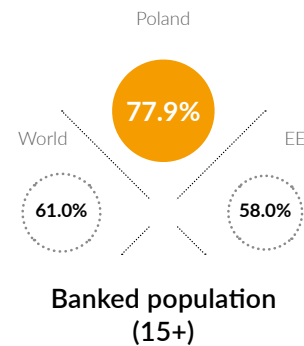
12.6%

ELECTRICAL GOODS

12.0%

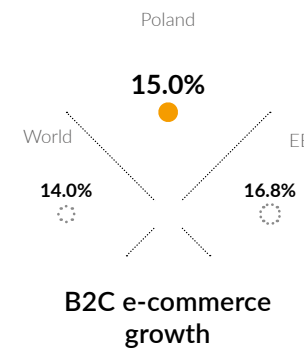
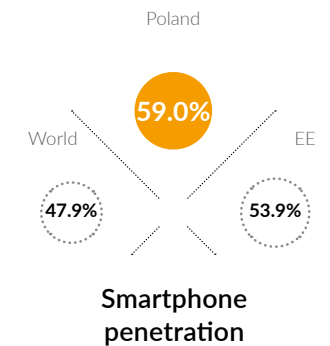
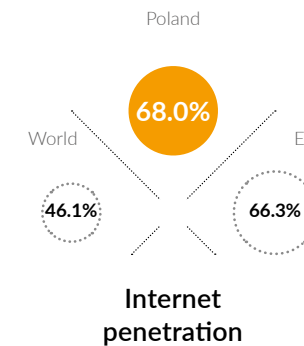
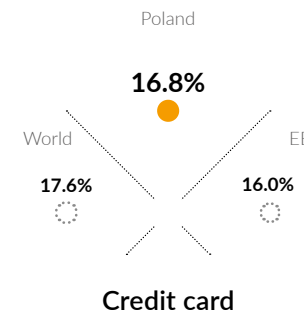
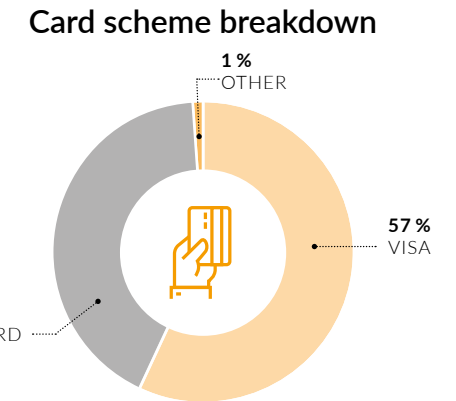
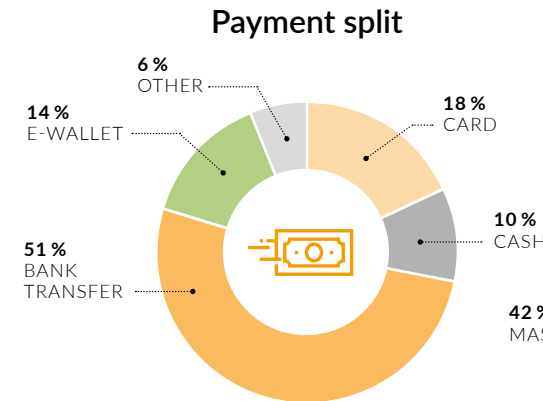
HEALTH & BEAUTY

11.4%



Important local payment methods

- BLIK
- KIR PAYBYNET
- PAYU
- PRZELEW24
- YETIPAY





Romania

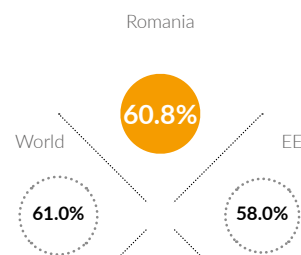
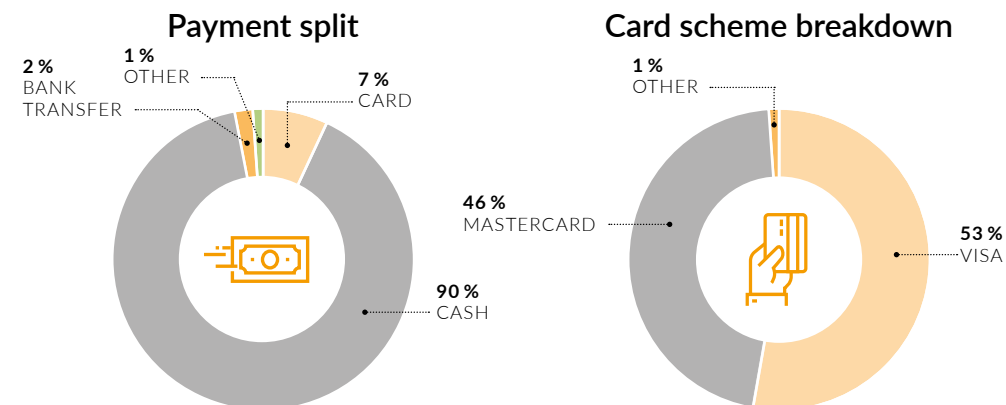
Romania is the only Romance-speaking nation in the Balkans, an area in which Latin was once the common language. GDP per capita is growing at a rate of 5.4% a year, around 2% faster than the average for its immediate EU neighbours. In 2016, the Romania economy grew by over 4%. The average Romanian e-shopper spends \$872 a year with online retailers. The e-commerce market is worth \$1.82 billion and is growing at a rate of 12% a year. Online sales are 6.1% of total retail sales.

	Romania	EE	World
Population	19,815,308	286,240,543	7,515,284,153
Population (15+)	16,739,857	240,825,023	5,561,310,273
GDP (\$USD millions)	\$177,954.49	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$8,980.66	\$9,246.41	\$10,112.33
Online population	11,049,650	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.82	\$52.83	\$2,495.70
Average online spend (\$USD)	\$872.43	\$648.00	\$1,042.00



Top e-commerce segments

1ST AIRLINES & HOTELS
2ND CLOTHING & FOOTWEAR
3RD INFORMATION TECHNOLOGY

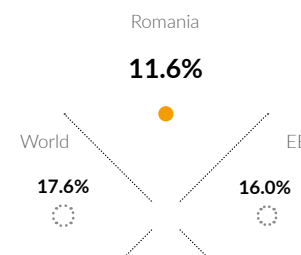


Important local payment methods

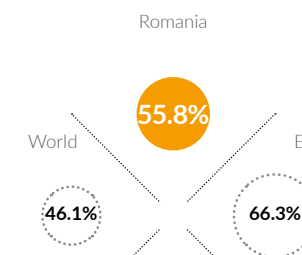


Important local payment methods

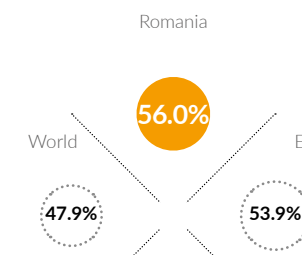
ZEBRAPAY
ENTERCASH
QIWI WALLET



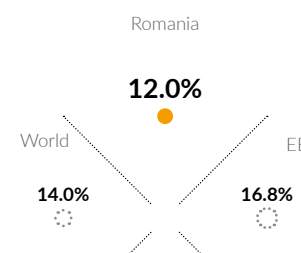
Credit card



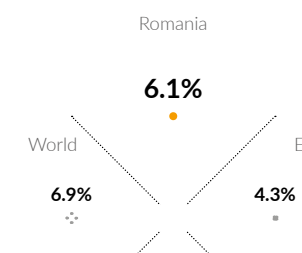
Internet penetration



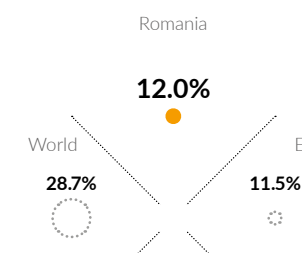
Smartphone penetration



B2C e-commerce growth



E-commerce % of total retail



E-commerce completed on a mobile device



Russia

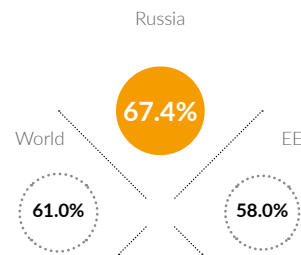
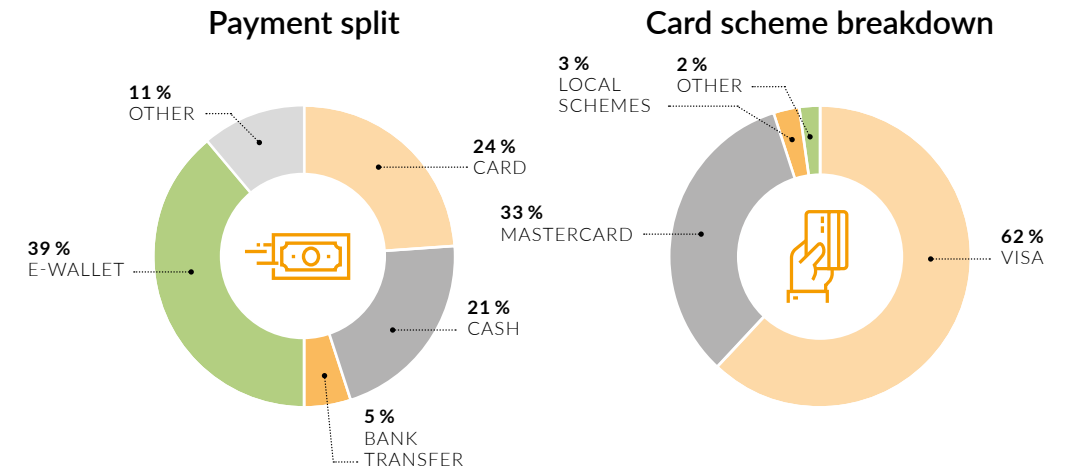
Russia is the world's largest country, covering 17 million square kilometres of the Earth's surface. A vast country, Russia has correspondingly vast natural resources. It has the world's largest reserves of natural gas, second-largest coal reserves, and eighth largest oil reserves. It also has a highly educated population and world-leading high-tech industries in sectors including space exploration and armaments. After two years of recession, the Russian economy started to grow once more in 2016. Consumer confidence is also on the rise. E-commerce is worth \$23.52 billion a year and is growing by 9% annually.

	Russia	EE	World
Population	144,096,870	286,240,543	7,515,284,153
Population (15+)	119,957,880	240,825,023	5,561,310,273
GDP (\$USD millions)	\$1,365,865	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$9,329.30	\$9,246.41	\$10,112.33
Online population	101,010,813	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$23.52	\$52.83	\$2,495.70
Average online spend (\$USD)	\$760.32	\$648.00	\$1,042.00



Top e-commerce segments

Segment	Percentage
AIRLINES & HOTELS	14.2%
CLOTHING & FOOTWEAR	12.3%
INFORMATION TECHNOLOGY	9.6%

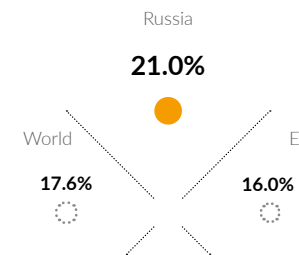


Banked population (15+)

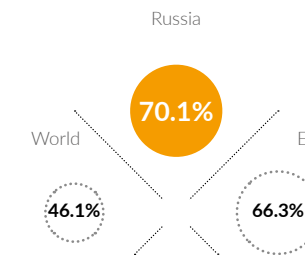


Important local payment methods

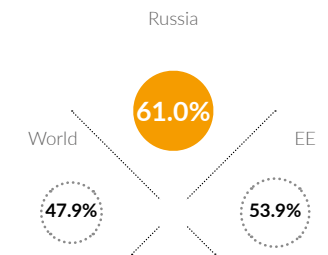
- MONETA.RU
- QIWI WALLET
- MTS MONEY WALLET
- YANDEX.MONEY



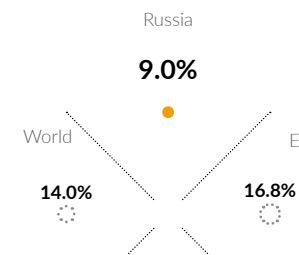
Credit card



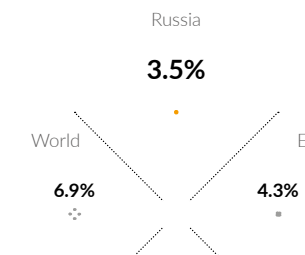
Internet penetration



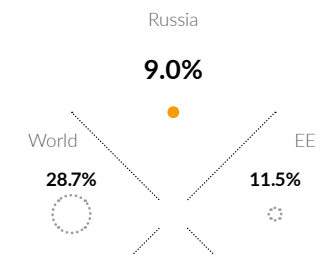
Smartphone penetration



B2C e-commerce growth



E-commerce % of total retail



E-commerce completed on a mobile device



Slovakia

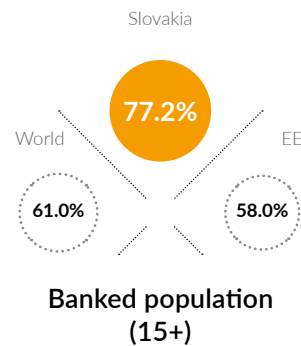
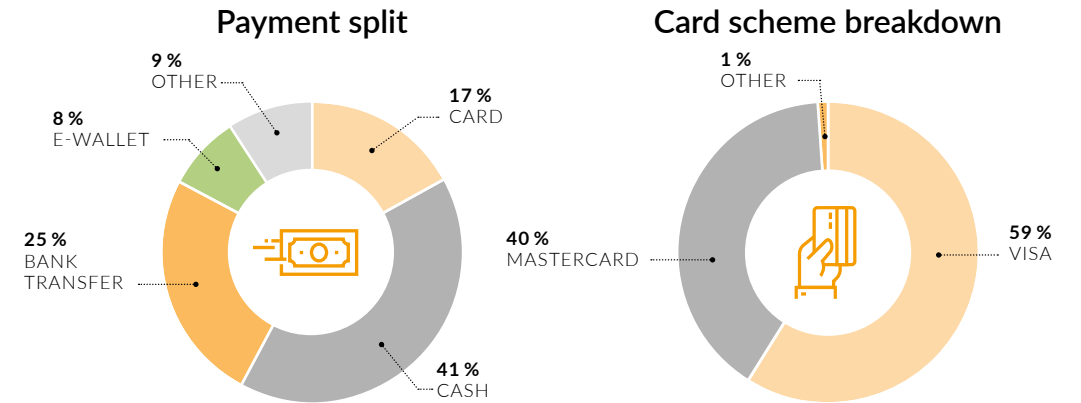
Bounded by the Danube in the south and the Tatra Mountains in the north, Slovakia is a Eastern European republic of just over five million people. Slovak, a West-Slavic language, is spoken by over 80% of the population. There is also a significant Hungarian minority. Slovakia has a thriving industrial sector and produces the most cars per capita of any nation in the world. By mid-2017, Slovak consumer confidence was rising. Slovak e-commerce is worth \$1 billion a year and is growing by 10% annually. The average Slovak online consumer spends \$231 a year with e-merchants.

	Slovakia	EE	World
Population	5,423,801	286,240,543	7,515,284,153
Population (15+)	4,603,525	240,825,023	5,561,310,273
GDP (\$USD millions)	\$87,263.62	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$16,089.02	\$9,246.41	\$10,112.33
Online population	4,474,636	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$1.00	\$52.83	\$2,495.70
Average online spend (\$USD)	\$231.00	\$648.00	\$1,042.00



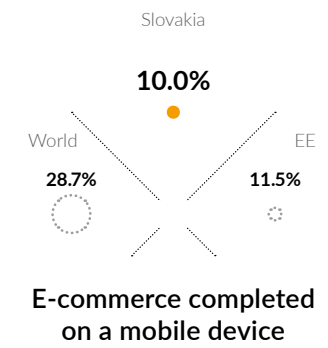
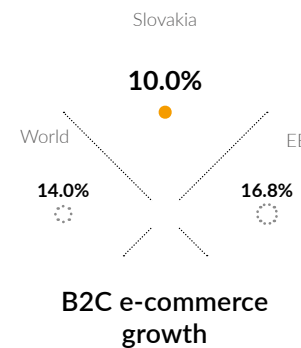
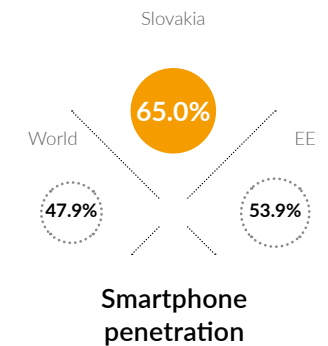
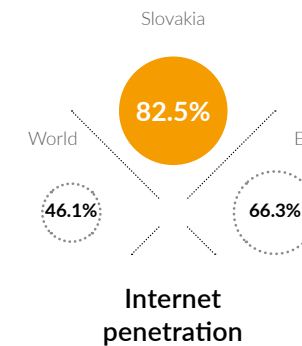
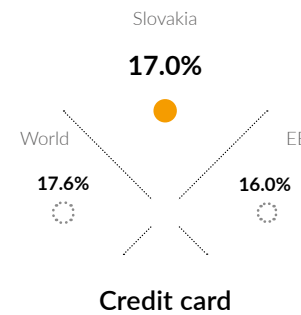
Top e-commerce segments

- ELECTRONIC GOODS **1ST**
- FURNITURE & APPLIANCE **2ND**
- CLOTHING & FOOTWEAR **3RD**



Important local payment methods

- TRUSTPAY
- TRUSTLY
- VIAMO
- GOPAY
- ENTERCASH





Turkey

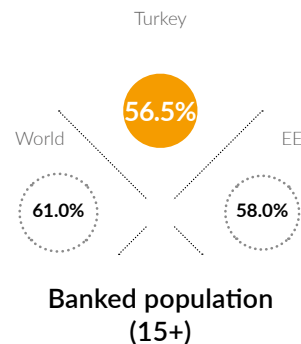
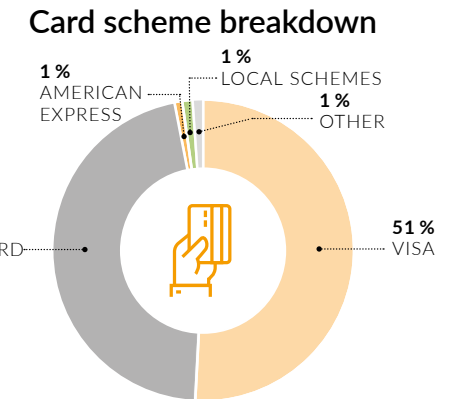
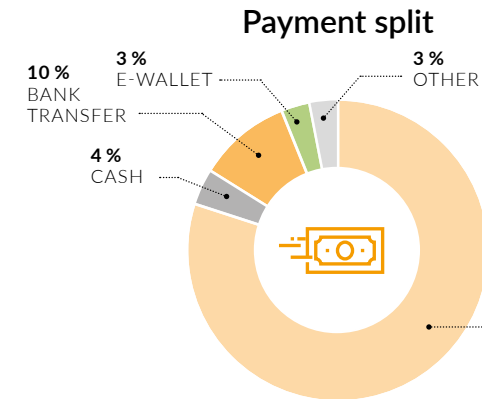
Turkey is a major manufacturer, with industry accounting for around 30% of GDP. The country is a leading manufacturer of white goods and has a thriving auto industry. It is also a major destination for European tourists. The economy is growing by 5% a year, helped by a generous government stimulus package. Turkish e-commerce is growing at a rate of 3.5% a year, despite an Internet penetration rate of just 53.7%. The average Turkish online consumer spends \$1,036 a year with e-retail stores. Turkish consumer confidence dipped slightly in the middle of 2017. The e-commerce market is growing by 24% a year.

	Turkey	EE	World
Population	78,665,830	286,240,543	7,515,284,153
Population (15+)	58,471,912	240,825,023	5,561,310,273
GDP (\$USD millions)	\$717,879.79	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$9,125.69	\$9,246.41	\$10,112.33
Online population	42,278,934	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$10.22	\$52.83	\$2,495.70
Average online spend (\$USD)	\$1,036.70	\$648.00	\$1,042.00



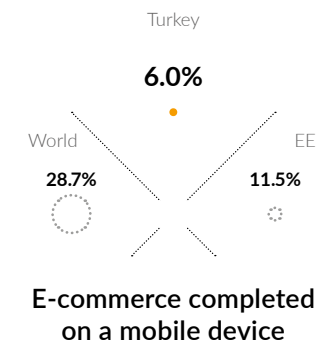
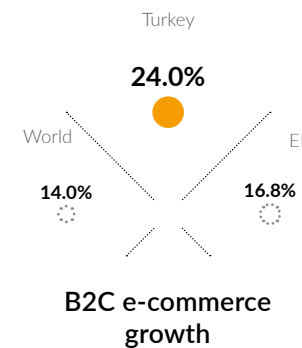
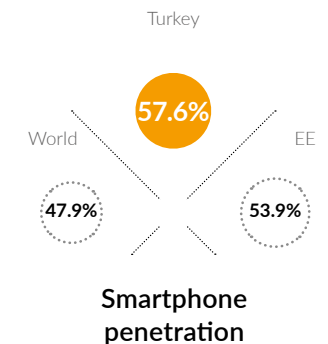
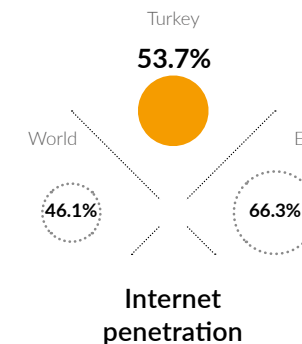
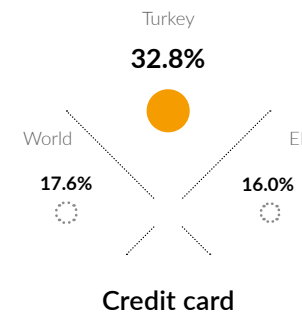
Top e-commerce segments

AIRLINES & HOTELS	CLOTHING & FOOTWEAR	ELECTRICAL GOODS
14.1%	13.1%	11.2%



Important local payment methods

- BKM EXPRESS
- BONUSPAY
- FASTPAY
- GPAY
- IGARANTI
- IPARA
- PAYCELL
- TROY
- İşBANK MAXIMUM MOBILE





Ukraine

In 2013, the Ukrainian economy was flatlining, like much of rest of the region. In 2014, unlike the other countries in this report, it went into recession, contracting by 6%. The following year, it contracted by 9% again. Ukraine has been hit hard by worsening relations with Russia and by the turmoil in its Eastern provinces. Happily, in 2017 Ukraine was showing signs of recovery. The economy is growing at 2.3% and consumer confidence is showing slight improvement. E-commerce is growing by 16% a year with the average e-shopper spending \$314.45 a year at online stores.

	Ukraine	EE	World
Population	45,154,029	286,240,543	7,515,284,153
Population (15+)	38,413,608	240,825,023	5,561,310,273
GDP (\$USD millions)	\$90,615.02	\$2,646,697.92	\$74,292,303.73
GDP per capita (\$USD)	\$2,114.95	\$9,246.41	\$10,112.33
Online population	22,073,386	189,774,676	3,464,545,995
B2C E-commerce (\$USD Billion)	\$2.97	\$52.83	\$2,495.70
Average online spend (\$USD)	\$317.45	\$648.00	\$1,042.00



Top e-commerce segments

CLOTHING & FOOTWEAR

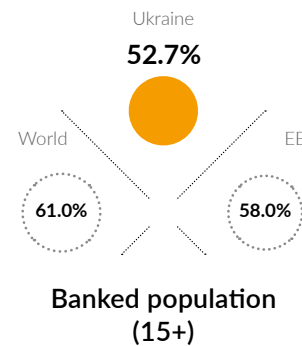
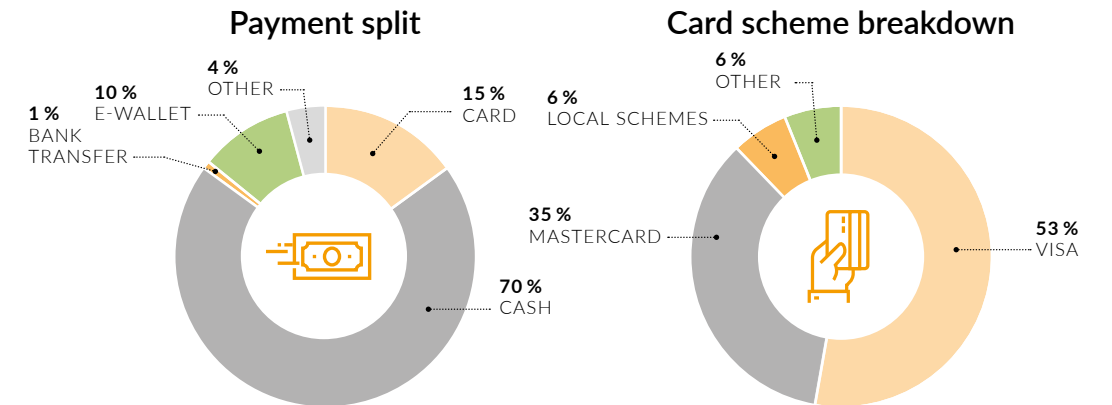
ELECTRICAL GOODS

HEALTH & BEAUTY

1ST

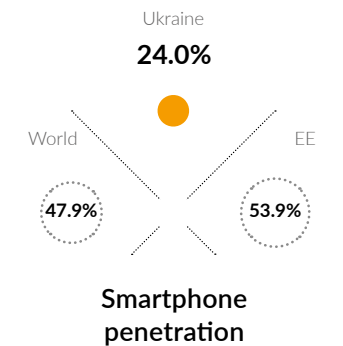
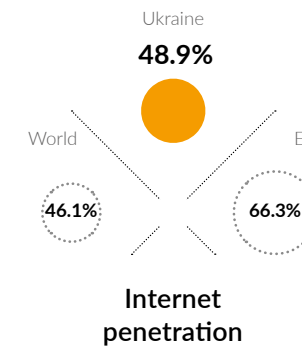
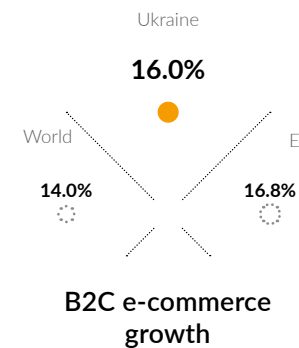
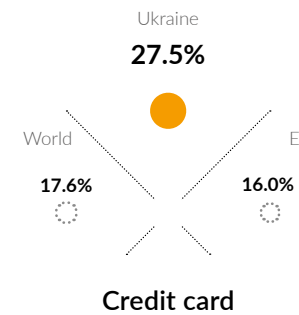
2ND

3RD



Important local payment methods

MONETA.RU
QIWI WALLET



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At PPRO we help people pay and get paid. We enable consumers, corporates and our payment industry partners. Everywhere, every minute, every way that people prefer to pay.

PPRO reduces the complexity of international e-commerce payments by acquiring, collecting and processing an extensive range of alternative payment methods for PSPs and financial institutions under one contract, through one platform and one single integration.

As a solution provider selling indirectly through industry partners, the PPRO Group specialises in crossborder e-payments and e-money, working with PSPs and financial institutions such as acquirers to help them offer a vast range of alternative payment options to their merchant customers.

The PPRO Group offers local and international payment methods across more than 100 countries, allowing clients of PSPs and financial institutions to expand their e-commerce reach, arrange hassle-free collection and achieve higher conversion rates.

In addition, the PPRO Group offers e-money accounts that come with products and features such as prepaid cards and IBAN.



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We also have comprehensive data on all payment methods worldwide. For global e-commerce and market information that meets your needs, just get in touch with us at the PPRO Group:

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