

MARKETWAYRUS

2025

RUSSIAN MARKET ENTRY



TO EXPAND YOUR BRAND IN RUSSIA

WWW.MARKETWAYRUS.RU



INTRODUCTION

MARKETWAYRUS

MarketWayRus is a leading market entry consultancy that helps international brands establish themselves in Russia.

We provide:

- **Strong retail partnerships** with major supermarket chains.
- **Comprehensive e-commerce strategies** to maximize online sales.
- **Full-scale logistics & regulatory support** to ensure smooth operations.

With years of experience and an extensive network, we ensure a seamless and profitable market entry for your brand.

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WHAT WE SPECIALISE IN

COSMETICS

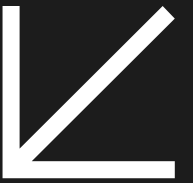
01



NON-FOOD PRODUCTS

02





MARKET VALUE & GROWTH POTENTIAL*

Valued at \$12 billion

one of the largest beauty markets in Europe

4.5% CAGR

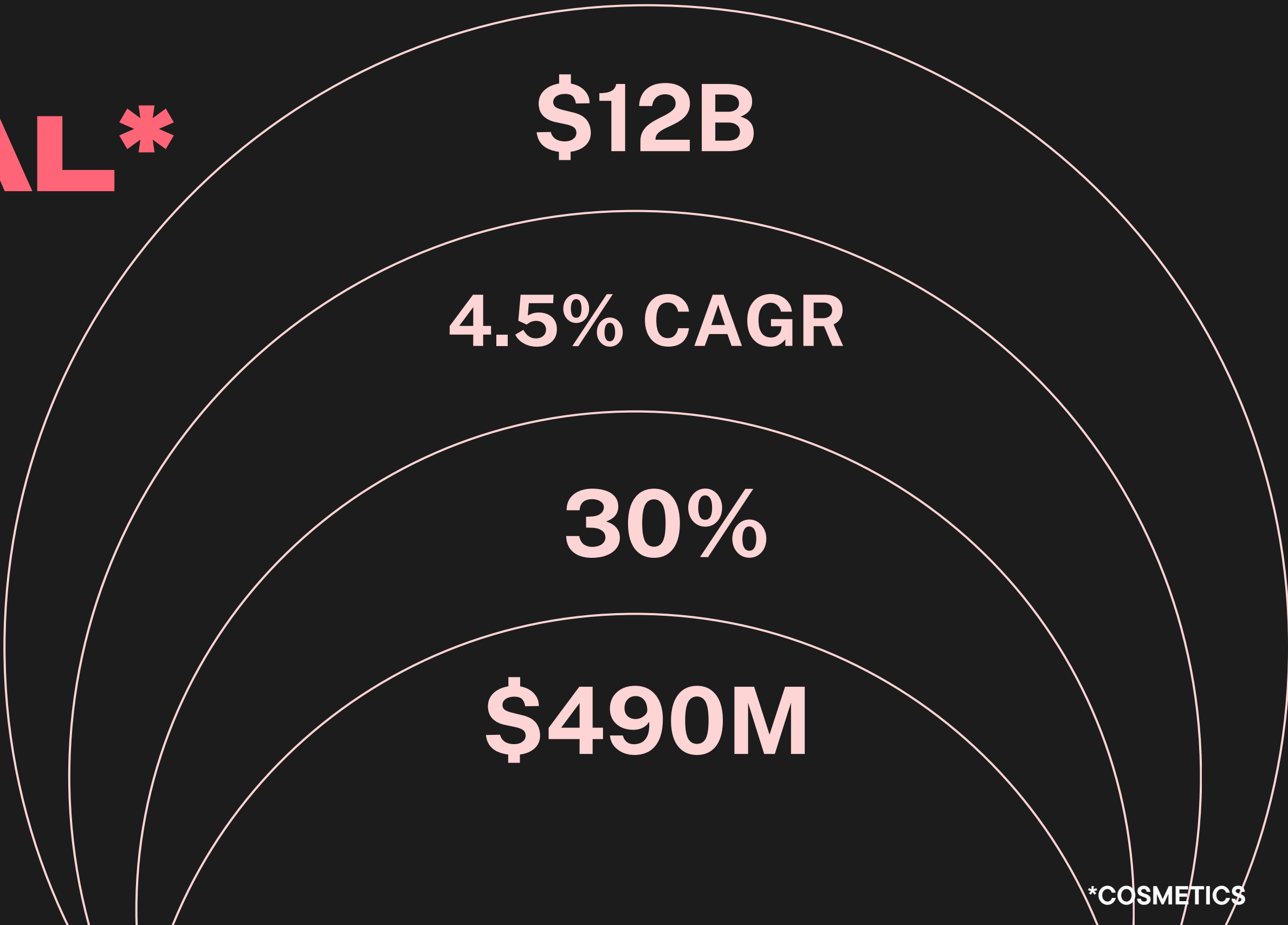
Expected growth over the next five years

30%

Skincare accounts for 30% of the overall beauty industry

\$490 million USD

Annual revenue in skincare of the one of the top Russian marketplaces



MARKET ENTRY WITH MARKETWAYRUS

01

RETAIL CHAINS

We have established strong relationships with the largest retail chains in Russia, with signed agreements in place, allowing for an immediate start of cooperation

02

MARKETPLACES & E-COMMERCE

Strategic positioning on leading online platforms such as WB and OZON to maximize reach and sales

RETAIL CHAINS WE WORK WITH

Established connections and ongoing
contracts with following chains:

MARKETWAYRUS



230
hypermarkets



264
hypermarkets



7800
supermarkets



1,535
supermarkets



77 hypermarkets
220 supermarkets



1,100
supermarkets



490
supermarkets

MARKETPLACES WE WORK WITH



OZON

Russia's fastest-growing e-commerce platform



WILDBERRIES

Russia's largest online retailer



YANDEX MARKET

One of the largest marketplaces in Russia

WHAT WE CAN ASSIST WITH

01

RETAIL CHAIN PLACEMENT

Direct partnerships with leading retail chains all over Russia

02

E-COMMERCE STRATEGY

Online store setup and marketplace optimization

03

WAREHOUSE & FULFILLMENT SOLUTIONS

Optimized inventory management and last-mile delivery.

WHAT WE CAN ASSIST WITH

04

COMPANY FORMATION & LEGAL SUPPORT

Ensuring smooth business registration and regulatory compliance.

05

LOGISTICS & CUSTOMS CLEARANCE

Streamlining import and distribution to minimize costs and delays.

06

BRAND REGISTRATION & COMPLIANCE

Brand registration, custom packaging, barcode, certifications for import and trade.



KEEP CONNECTED WITH US

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