Global e-commerce consumer survey **“Total Retail 2016: They say they want a revolution”**

The Total Retail Survey is global e-commerce consumer survey of PwC, which is aimed at understanding and comparing shopping behaviours and use of various retail channels.

The 2016 edition surveyed over 23,000 consumers in 25 countries across all continents. This is the fourth time that Russia has been included in PwC global e-commerce consumer survey.

Last year showed dynamic growth in Russia’s e-commerce sector.

The main factors driving this growth have been the ever-increasing Internet penetration rates in Moscow and Russia’s other major cities, and throughout the country, and, more importantly, the rising frequency of Internet-based online purchases as consumers become more and more comfortable with shopping online.

For more information, please see the full report, “Total Retail 2016: They say they want a revolution”, at this [link](http://www.pwc.ru/en/totalretail) (<http://www.pwc.ru/en/totalretail>­).