

Vladislav Bakalchuk: M.Video's marketplace surpassed its entire 2025 results in just five months

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M.Video PJSC, Russia's leader in e-commerce and retail of electronics and home appliances (Moscow Exchange: MVID), reports continued rapid growth of its marketplace. Throughout the period from January to May 2026, the platform's turnover reached 14.6 billion rubles, increasing by 303% year-on-year and exceeding the total result for the entire year of 2025 (14.1 billion rubles). This growth was ensured by an expanded product range, the addition of new categories, an increased number of sellers, and customers' growing interest in the M.Video marketplace as a multi-category universal platform for everyday shopping. In May the marketplace's turnover reached 3.6 billion rubles, maintaining its upward trend from April and increased by 452% year-on-year. Currently, M.Video's product range includes more than 750,000 SKUs, which is nearly tripled compared to last year.

Vladislav Bakalchuk, CEO of M.Video:

"The M.Video marketplace continues to demonstrate rapid growth and is steadily scaling its omnichannel model. In the first five months of 2026, the platform's sales exceeded the total for the whole of 2025, confirming the success of our marketplace's ongoing development. Today, growth is driven not only by traditional categories like electronics and home appliances, but also by new areas that are rapidly gaining popularity among our customers. We are witnessing sustained growth in demand for home goods, repair supplies, products for garden, sports, beauty, pet supplies, and FMCG. An increasing number of customers consider the M.Video marketplace to be a versatile platform for a broad range of purchases. Meanwhile, the expansion of product range and the attraction of new partners are paving the way for further business growth. The positive momentum in new categories confirms the effectiveness of our strategy and opens up opportunities for further scaling of the platform."

The categories that emerged as key drivers of the marketplace's development showed the strongest growth in May 2026. Compared to the same period last year, turnover of digital devices increased more than 11-fold, while sales of sanitary ware rose nearly 9.5-fold. Sales of beauty products grew more than 9 times, garden and outdoor goods nearly 9 times, and sports and leisure goods by more than 7.5 times. Significant growth was also seen in hobby and craft products, pet supplies, and the health and wellness category.

Other major categories on the marketplace also continue to show rapid growth rates. Sales in the entertainment category have grown more than 19 times, children's products more than 12 times, repair supplies nearly 7 times, automotive products nearly 6 times, electronics more than 5 times, and home goods more than 3 times.

An additional driver of growth in May came from the categories that showed the most significant acceleration compared to April 2026. Sales of beauty products rose by 150% month-on-month, food by 62%, car electronics by 59%, household chemicals by 53%, garden and outdoor goods by 50%, pet supplies by 43%, sanitary ware supplies by 40%, children's products by 36%, entertainment category by 31%, and sports and leisure by 26%

The growth of new categories is primarily attributed to a shift in consumer perception of the M.Video marketplace. Customers increasingly use the platform not solely for purchasing electronics and home appliances, but also for acquiring home goods, repair supplies, garden and outdoor products, sports and leisure, beauty, pet supplies, and other FMCG-products. Additional drivers contributing to the growth include the expansion of the product range, the development of new product lines, and an increase in the number of sellers on the platform.

Link with photos: https://disk.yandex.ru/d/vD9m_i8LJnQD6Q

М.ВИДЕО

About the Company

M.Video PJSC is a leading Russian company in the field of e-commerce and retail sales of electronics and home appliances. The Company's scope includes its own multi-category marketplace, the IT company "M.Tech," which focuses on developing its own software solutions, the fintech platform "Direct Credit Center," a leader in POS-lending in Russia. Additionally, there is its own service division "M. Master", which provides services for the delivery, installation, setup, repair, and maintenance of electronics, as well as the trade-in and buying and selling devices.

The company operates an online platform and a retail network comprising the "M.Video" and "Eldorado" brands, with approximately 1,000 stores stretching from the Kaliningrad Region to Vladivostok. M.Video also develops a nationwide logistics infrastructure and its own marketplace for electronics and complementary goods, ensuring a wide range of products and fast availability of technology throughout the country. The company's total customer base is approximately 80 million people.

M.Video PJSC is currently the only Russian company in the electronics retail sector with shares traded on the stock market, including Russia's largest stock exchange (Moscow Exchange or MOEX) (ticker: MVID).

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