



Secondary market: trends and forecasts 2021

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REG.RU — ТЕРРИТОРИЯ ДОВЕРИЯ



REG.RU Domains Shop

228 053

lots exhibited in the REG.RU
Domains Shop

#1



platform for official deals
on the secondary market
in Runet

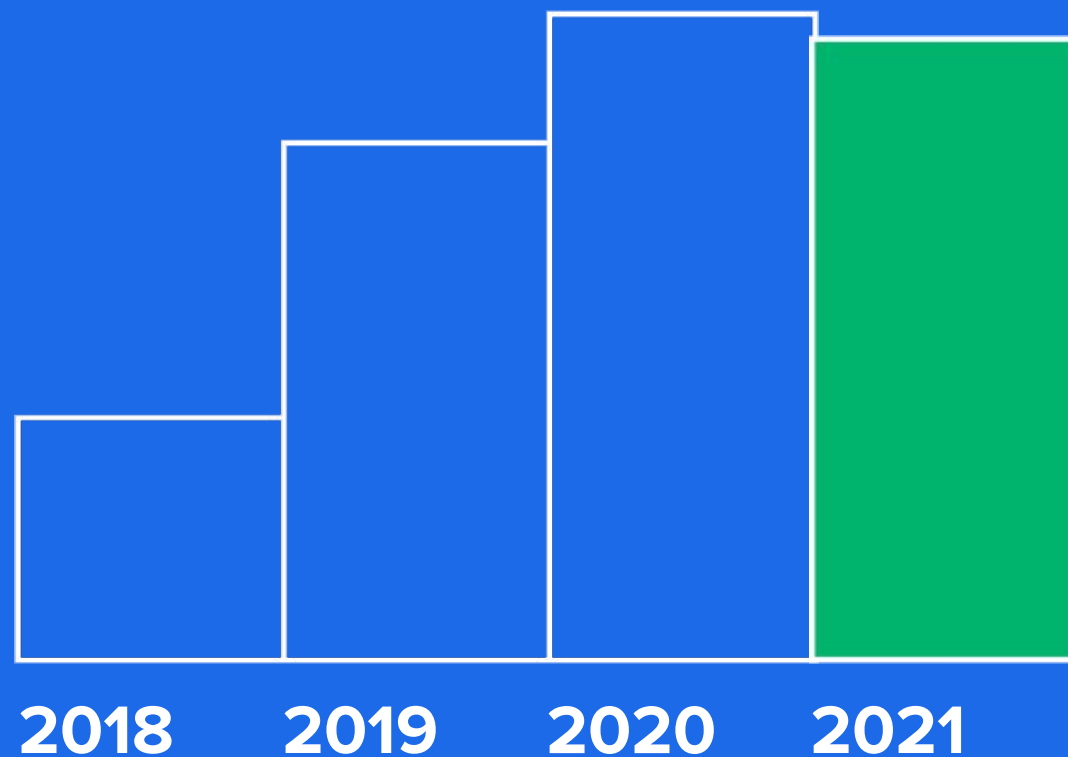


Growth

in the number
of sales

+130%

2018-2021
January-August

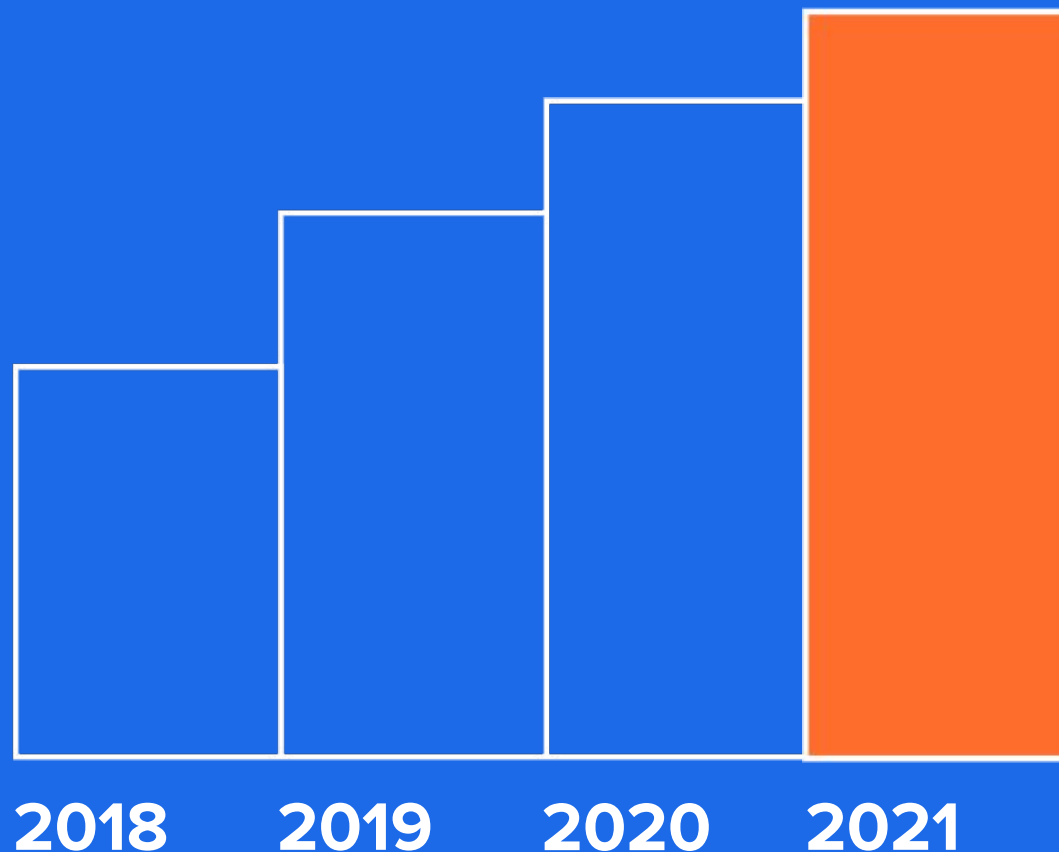




Growth in the volume of sales

+70%

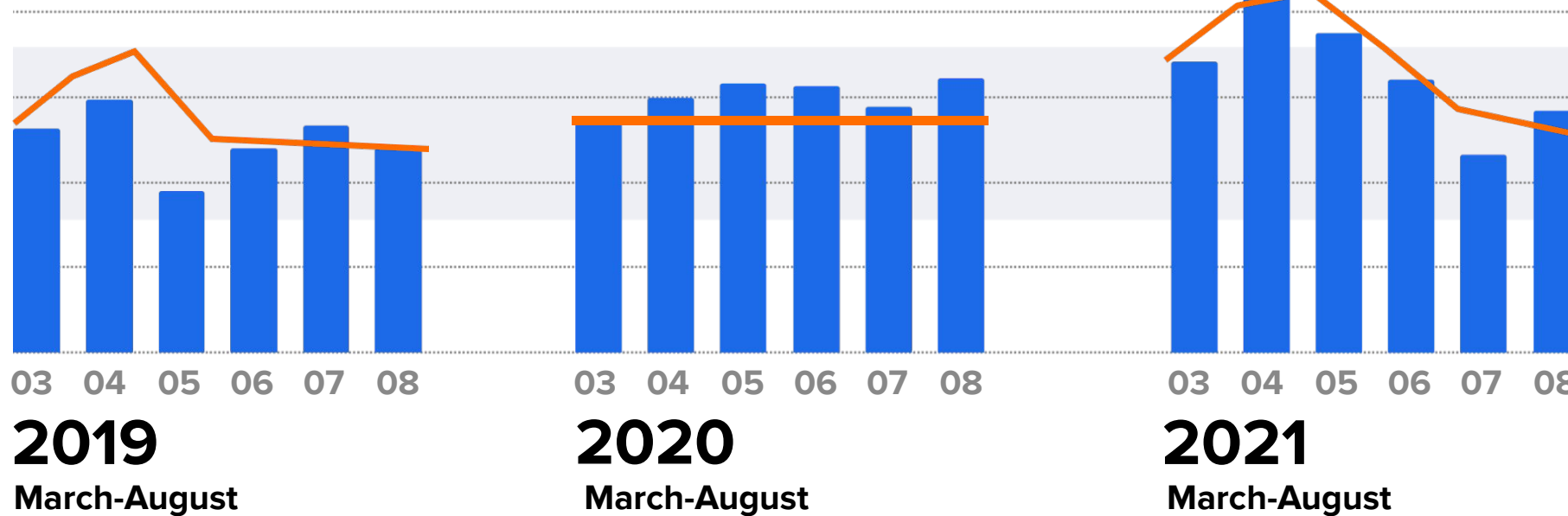
2018-2021
January-August



COME BACK

seasonality by sales volume
returned in 2021

March-August



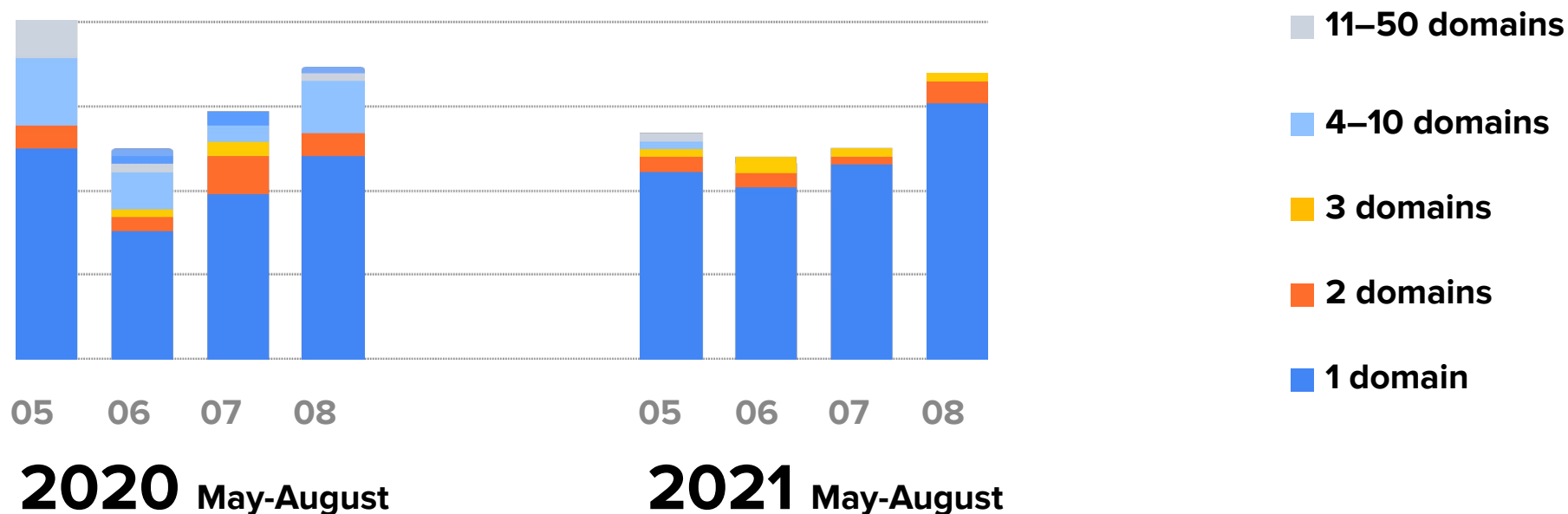
Top popular zones

Domain zones by the number of sales in the REG.RU Domain Shop (shares)

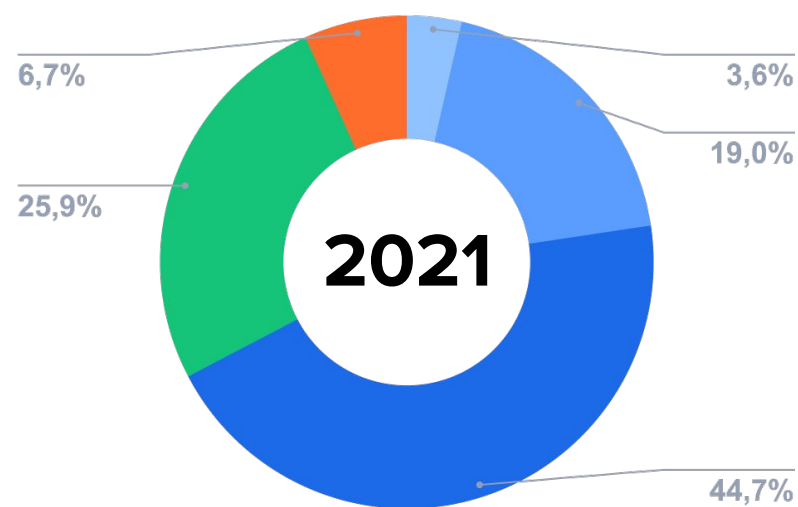
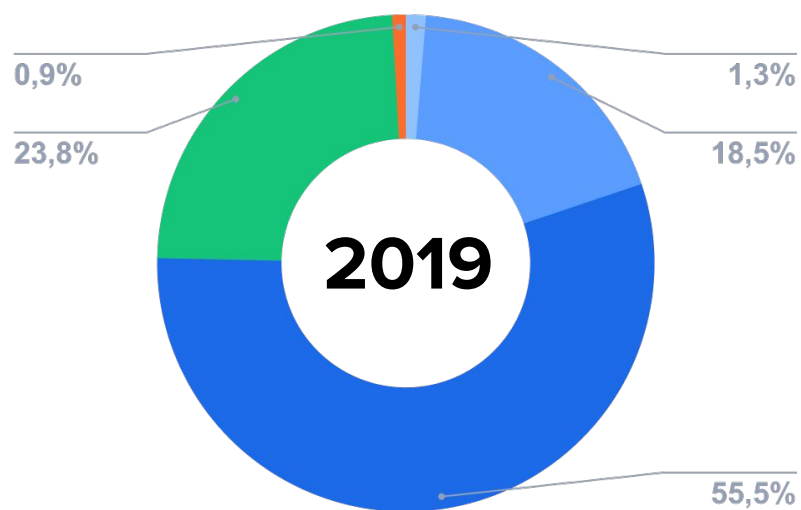
	2018	2019	2020	2021
.RU	84	89	83	92 ↑
.PΦ	7	3	3	2 ↓
.COM	4	2	2,5	0,8 ↓
.RU.COM	1,2	0,3	0,2	0 ↓
.SU	1	0,5	0,3	0,4 ↑
.INFO	1	1	1,8	0 ↓
New gLTDs	—	4	10	4 ↓
Other	1,7	—	1,2	1 ↓

NewGTLDs in the secondary market

Dynamics of purchases per customer per month



Breakdown by volume of deals



■ up to 1 thou. rub.

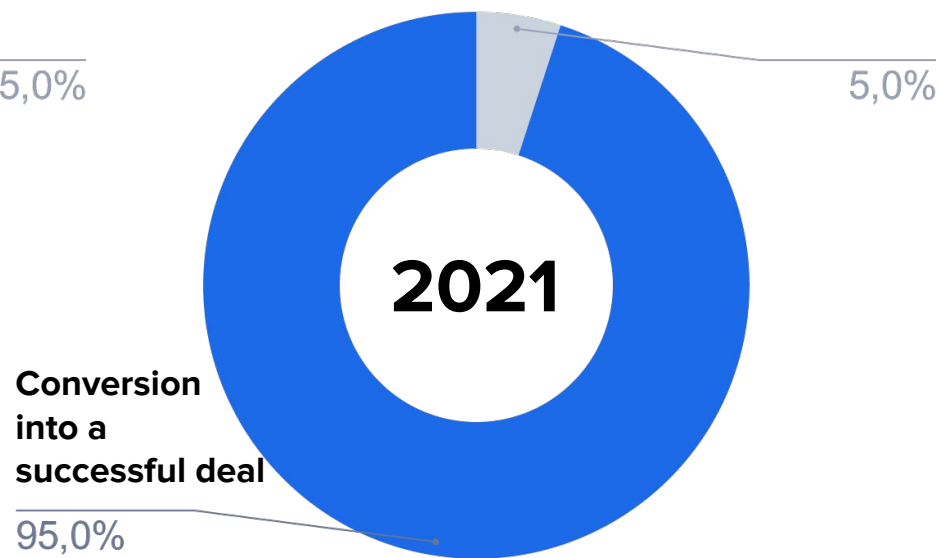
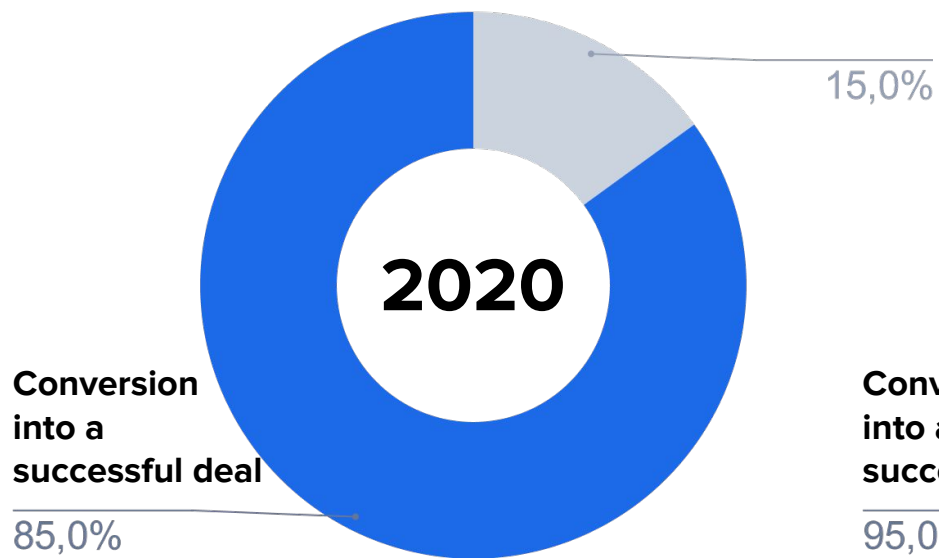
■ 1–10 thou. rub.

■ 10–100 thou. rub.

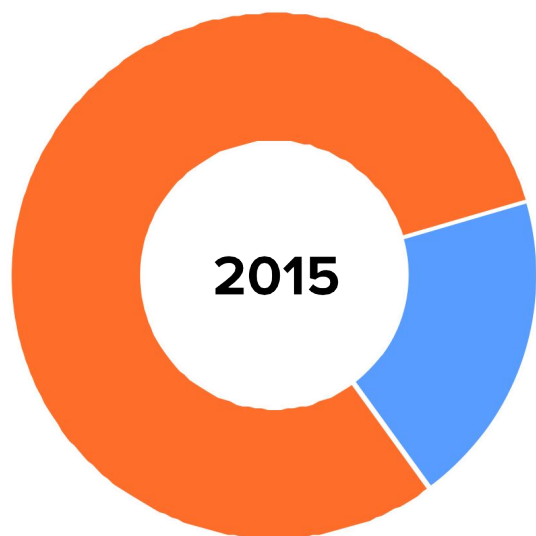
■ 100–500 thou. rub.

■ from 500 thou. rub.

Domain Broker

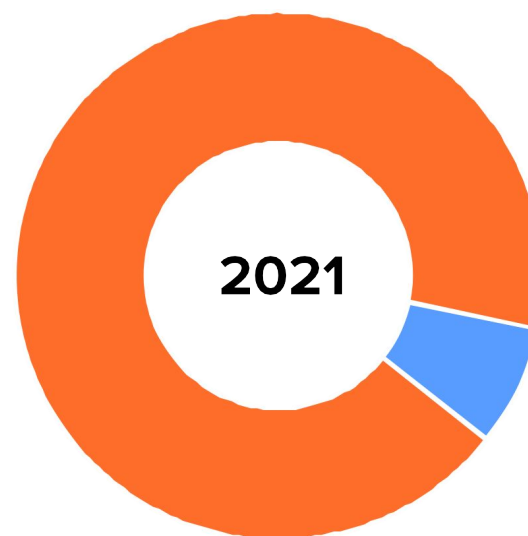


Deals with fixed price are most popular



FixPrice
80.5%

FreePrice
14.9%



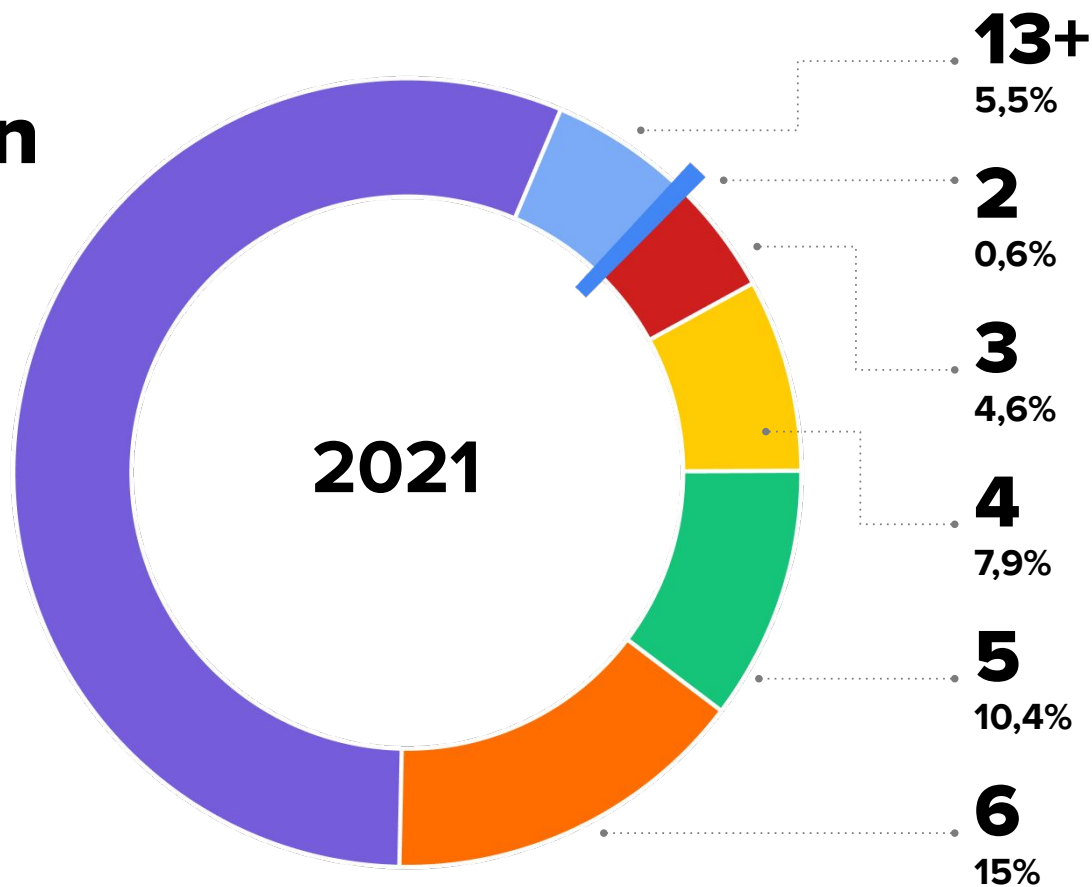
FixPrice
92.6%

FreePrice
7.4%

Domains length in the secondary market. Turnover

7-12

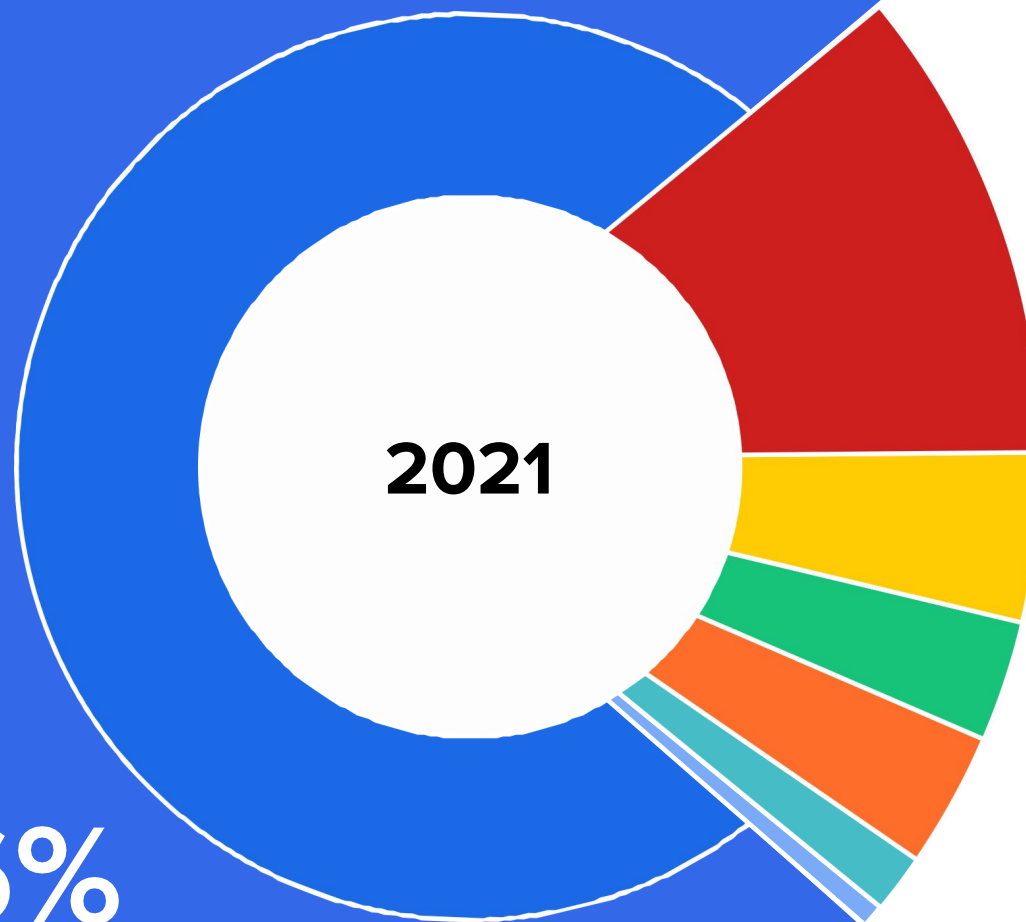
56%





Average check
of deals

2
77,6%



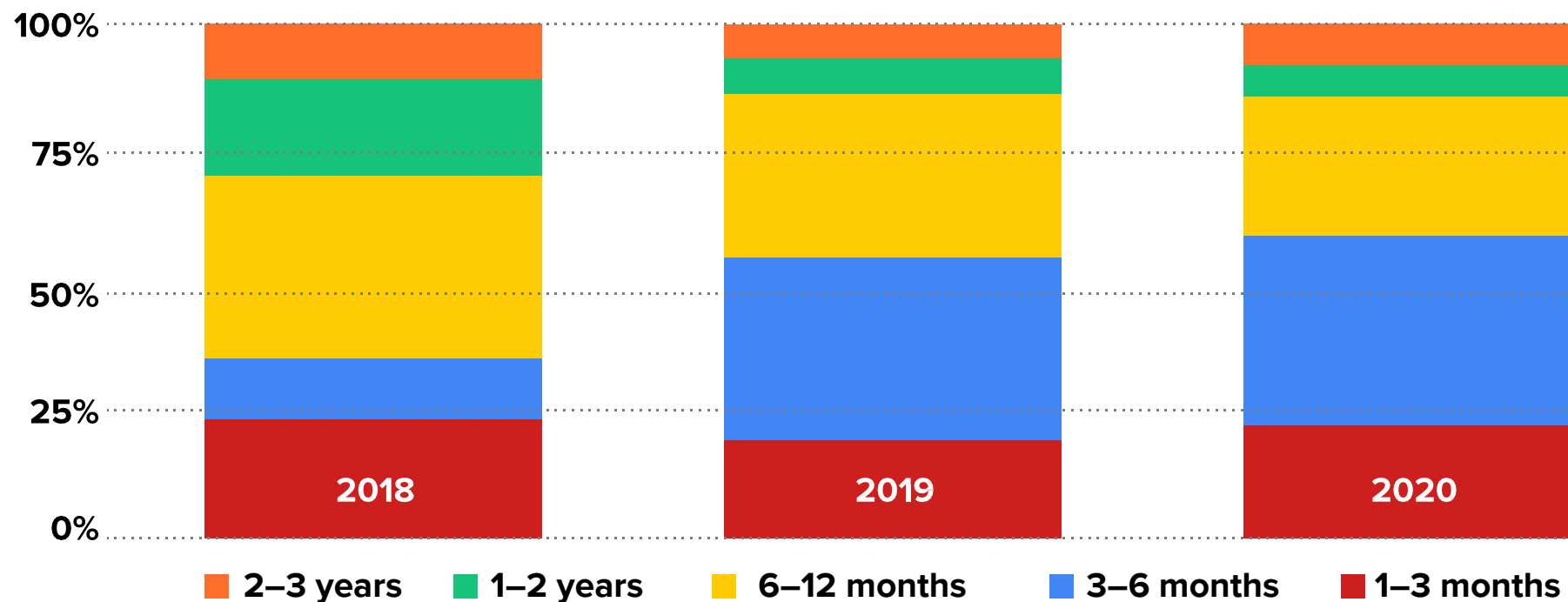
3
10,8%

4
3,8%

5
2,8%

6
3,1%

Sales speed





Thank you!

