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Impacts of Changes in Russia's Cross-Border E-Commerce Policies Toward China and Countermeasures

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Abstract: Against the backdrop of the deepening implementation of the Belt and Road Initiative and the China–Russia Digital Silk Road, cross-border e-commerce between China and Russia has emerged as a significant growth driver for bilateral trade. This article takes Russia's cross-border e-commerce policies as its research focus and conducts an in-depth analysis of policy adjustments scheduled for 2025, covering tariffs, value-added tax, product standards, advertising regulation, platform responsibilities, and data protection. From the dual perspectives of short-term cost pressures and long-term compliance dividends, this article examines the concrete implications of these policy changes for Chinese cross-border e-commerce sellers. Finally, in line with policy orientations, it proposes response strategies for Chinese sellers, including supply chain optimization, the construction of compliance systems, and data localization, with the aim of providing reference for seizing opportunities for the high-quality development of China–Russia cross-border e-commerce.

Keywords: Russia; Cross-border e-commerce; Policy changes; Compliance regulation

1 Introduction

As major global economies and strategic partners, China and Russia have witnessed sustained growth in bilateral cross-border e-commerce under the coordinated advancement of the Belt and Road Initiative and the China–Russia Digital Silk Road¹. According to data from the General Administration of Customs of the People's Republic of China, China's cross-border e-commerce exports to Russia accounted for

¹ In 2015, the Chinese government launched the Digital Silk Road (DSR) as the digital arm of the Belt and Road Initiative (BRI) that had been announced two years earlier.

12% of the total in 2024, ranking second among all trading partners. In terms of product composition, apparel and footwear, electronic products, and household appliances have long dominated China's cross-border e-commerce exports to Russia, while emerging categories such as new energy products, smart home devices, and festive goods have expanded rapidly in response to the upgrading of Russian consumer demand. With regard to transaction models, business-to-business transactions remain the mainstream form, while more diversified models, including business-to-consumer and business-to-business-to-consumer, have continued to develop with the support of Russian domestic e-commerce platforms such as Ozon² and Wildberries³, giving rise to a multi-layered trade ecosystem.

As a key variable shaping the development of bilateral cross-border e-commerce, adjustments in Russia's cross-border e-commerce policies toward China directly affect the operating costs, market access conditions, and competitive strategies of Chinese sellers. Prior to and including 2024, relevant Russian policies were generally oriented toward trade facilitation, digital economy cooperation, and the optimization of settlement systems, thereby creating a relatively accommodating institutional environment for the growth of cross-border e-commerce. From 2025 onward, however, the policy orientation has gradually shifted toward more refined regulation, with new institutional arrangements introduced in areas such as tax administration, product standards, advertising supervision, platform responsibilities, and data protection. This has resulted in a regulatory framework characterized by stricter oversight alongside enhanced policy predictability. Against this background, a systematic analysis of the evolution of Russia's cross-border e-commerce policies toward China and their concrete impacts not only helps Chinese cross-border e-commerce enterprises better respond to institutional changes and mitigate compliance risks, but also provides essential theoretical and practical reference for promoting the long-term and stable development of China–Russia cross-border e-commerce trade.

2 Russia's Cross-Border E-Commerce Policies Toward China in 2024 and Before: Facilitation and Openness Orientation

In 2024 and the years prior, Russia actively expanded economic and trade cooperation with China, gradually establishing a cross-border e-commerce policy framework oriented toward facilitation and openness. This framework centered on key areas such as payment settlement, tax arrangements, customs clearance efficiency, and intellectual property protection, providing Chinese cross-border e-commerce enterprises with a relatively lenient institutional environment.

2 Russia's leading comprehensive e-commerce platform (akin to a "Russian Amazon") offers online retail services and third-party merchant onboarding.

3 Russia's integrated e-commerce platform, which originated in categories like apparel and footwear, now covers multi-category online retail and logistics distribution.

Significant policy guidance has been achieved in payment and taxation. Leveraging the “Digital Silk Road” cooperation framework, China and Russia have vigorously promoted settlement in local currencies. Russian Deputy Prime Minister Alexey Overchuk stated at the 2024 Boao Forum for Asia in Hainan that the proportion of cross-border trade settlements in local currencies between China and Russia has reached 92%⁴. Regarding taxation, Russia has also provided temporary support measures for cross-border e-commerce. In 2022, the Eurasian Economic Commission raised the personal duty-free import threshold to €1,000. Following the expiration of this measure, Russia reinstated the €200 duty-free threshold for personal imports effective April 1, 2024.⁵

In trade and customs clearance, policy focus centers on enhancing cross-border e-commerce logistics and customs efficiency. In recent years, Russian customs authorities have optimized the cross-border e-commerce logistics system by streamlining declaration procedures, advancing digital customs clearance tools, and adjusting related fee arrangements. Concurrently, transportation and logistics infrastructure connectivity has been strengthened. The Russian Federal Transport Agency continues to refine the operational mechanisms of China-Europe freight trains to better serve the land transport needs of Sino-Russian trade. Furthermore, it strongly supports enterprises in establishing automated distribution centers, leveraging intelligent technologies to enhance delivery efficiency.

Regarding regulation and compliance, Russia has strengthened oversight of the cross-border e-commerce market by continuously refining intellectual property legislation. Centered on Part IV of the Civil Code of the Russian Federation and its supporting federal laws (including the 2022 revised Law on the Protection of Intellectual Property⁶), legal regulations against infringement have been reinforced, providing a legal basis for regulatory authorities to monitor and combat counterfeit and substandard goods. Against this backdrop, goods entering the Russian market must comply with the unified technical regulations of the Eurasian Economic Union and obtain the corresponding EAC certification⁷ to ensure products meet regulatory standards in safety, environmental protection, and quality.

4 Russian state news agency TASS https://tass.com/economy/1766687?utm_source.com

5 Eurasian Economic Commission official website

6 Федеральный закон от 29.12.2022 № 615-ФЗ «О внесении изменения в Федеральный закон «О введении в действие части четвертой Гражданского кодекса Российской Федерации» <https://publication.pravo.gov.ru/Document/View/0001202212290109>

7 EAC certification, or Eurasian Economic Community Conformity Assessment, is a mandatory conformity assessment certification for products circulating in the markets of member states. Only products meeting certification standards may freely circulate within the Eurasian Economic Community.

3 2025 Policy Changes for Cross-Border E-Commerce from Russia to China: Refined Regulation and Enhanced Compliance

Around 2025, Russia gradually shifted its regulatory focus toward refinement and institutionalization. New institutional arrangements were introduced across multiple domains—including customs duties and VAT collection, product standards and certification, advertising oversight, platform responsibilities, and data protection—to establish a comprehensive regulatory framework covering the entire transaction process.

3.1 Tariff and Value-Added Tax Policy Reform

In 2025, Russia implemented systematic adjustments to its tariff system. The new policies emphasize reducing opportunities for undervaluation and tax evasion by clarifying tax rates and expanding the scope of taxation.

Effective January 1, 2025, Russia formally raised import tariff rates.⁸ For goods valued at or below 200,000 rubles, customs duties increased from 775 rubles to 1,067 rubles; for goods exceeding 7 million rubles in value, duties rose from 23,000 rubles to 30,000 rubles. Simultaneously, Russia significantly raised the minimum and maximum duty thresholds for undeclared goods: the minimum duty increased from 6,000 rubles to 8,262 rubles, while the maximum duty rose from 20,000 rubles to 27,540 rubles. Furthermore, the customs duty rate for goods imported by individuals has been raised from 500 rubles to 689 rubles. Building on this, Russia has completely eliminated the duty-free threshold for incoming parcels, requiring all cross-border packages to be declared to customs and subject to duty payment. This means cross-border e-commerce parcels no longer enjoy any systemic exemption.

Accompanying tariff adjustments, Russia has implemented significant revisions to its value-added tax (VAT) policy.⁹ First, differentiated tax rates are applied to different types of enterprises. Businesses using the simplified tax system with annual revenues exceeding 60 million rubles may choose between a 5% or 7% non-deductible input tax rate and a 20% deductible input tax rate. General goods remain subject to the standard 20% rate, while essential consumer goods benefit from a preferential 10% rate. Second, a new 16% VAT rate for digital services has been introduced, explicitly requiring enterprises providing relevant digital services to pay VAT at this rate, thereby incorporating cross-border e-commerce-related digital service activities into the VAT administration system. Third, effective September 1, 2025, Russia mandates that e-commerce platforms fulfill VAT withholding and remittance obligations. Platforms must

8 Постановление Правительства Российской Федерации от 28.11.2024 г. № 1637 Документы - Правительство России <http://government.ru/docs/all/156477/>

9 Налоговая реформа 2025 г. <https://www.consultant.ru/news/400/> РИА Новости <https://ria.ru/20250109/nalogi-1949044822.html>

directly deduct and remit VAT at the standard 15% rate from sellers' sales revenue, with certain essential goods subject to a 7% rate. This arrangement shifts VAT administration from seller self-reporting to greater platform-based enforcement, objectively strengthening platforms' oversight of sellers' business practices.

3.2 Strengthened Product Standards and Certification

To elevate product quality and safety standards while safeguarding consumer rights to information, Russia has significantly tightened product standards and regulatory requirements in the e-commerce sector starting in 2025. Simultaneous advancements in label management, customs clearance systems, and clearance pathways are gradually establishing a comprehensive regulatory framework covering the entire lifecycle of goods from import to sale.

First, the most representative change is the comprehensive expansion of the “Честный Знак” (Markirovka) system¹⁰. Starting September 1, 2025, this system will no longer be limited to key categories like food and pharmaceuticals but will extend to cover multiple product categories including cosmetics, building materials, sports nutrition products, children's toys and supplies, confectionery and baked goods, and pet food.¹¹ In accordance with relevant requirements, products subject to this management must be affixed with a Data Matrix code¹² containing key data such as product name, manufacturer, and production date. This enables full-chain traceability from production and import to sale. Platforms and regulatory authorities can monitor product flow through this code, thereby enhancing the ability to identify and regulate counterfeit and substandard goods. Second, Russia has simultaneously strengthened mandatory requirements for customs clearance documents and compliance certifications. Effective September 1, 2025, cross-border e-commerce goods entering the country must possess both complete customs clearance documentation and valid compliance labels. Customs documents primarily include customs declarations, commercial invoices, and packing lists. Compliance labels correspond to specific certification requirements based on product type—for instance, electronic appliances and

10 Russia's mandatory traceability labeling system for goods centers on affixing encrypted QR codes and other identifiers to products. Through the "Честный Знак" system, it enables end-to-end traceability to combat counterfeits and regulate the market.

11 Что меняется в маркировке товаров с 1 сентября 2025 года Изменения в маркировке товаров с 1 сентября 2025 года: ключевые моменты

12 A high-density two-dimensional matrix barcode capable of storing large amounts of data, commonly used in product traceability and industrial identification scenarios. It also serves as one of the core identification carriers for Russia's “Честный Знак” traceability system.

machinery require EAC certification, while pharmaceuticals and medical devices must bear KIZ codes¹³. Goods included in the system must display the corresponding Data Matrix code. Products failing to meet these requirements will be barred from entering Russia's warehouse systems, directly preventing their listing for sale on platforms. Additionally, Russia has explicitly prohibited "gray customs clearance" and third-country transshipment practices in cross-border e-commerce. Previously, some sellers transshipped goods through third countries like Kazakhstan and Belarus to circumvent Russia's domestic tariffs and certification requirements. Addressing this practice, Russia now mandates that all cross-border e-commerce goods must enter directly through official channels. They must obtain compliance certifications such as EAC, GOST-R¹⁴, and accurately declare product information to customs. Violators will face penalties including product seizure, fines, and market access restrictions.

3.3 Tightened Advertising Regulation Requirements

In December 2024, Russia announced revisions to its Advertising Law (Federal Law No. 479-FZ)¹⁵ to be implemented in phases starting 2025. These amendments impose stricter regulations on tax arrangements, content standards, and dissemination responsibilities for online advertising. Changes in platform service fees and advertising agency costs have indirectly and persistently impacted Chinese sellers' marketing expenses.

First, adjustments to the advertising tax system have elevated online advertising costs. Under the revised Advertising Law, all online advertising distributors must pay a quarterly special tax equivalent to 3% of their advertising revenue. Platform operators predominantly pass these additional costs onto advertisers by raising service fees or agency commissions, increasing e-commerce sellers' advertising expenditures. Second, regulators have clarified proportional requirements for social media ads and contractual liability arrangements. Social advertising must constitute no less than 5% of content distributed by online advertising platforms, and distributors must enter into corresponding compensation or liability agreements with advertisers. This elevates legal compliance requirements in advertising partnerships, compelling sellers to specify advertising effectiveness evaluation standards, fee settlement methods, and

13 Контрольный Идентификационный Знак (KIZ), the product regulatory identification label under Russia's "Honest Mark" system, is a unique encrypted QR code/data matrix code affixed to goods. It serves traceability, anti-counterfeiting, and compliance verification purposes, and is a mandatory requirement for certain categories of goods exported to Russia.

14 Mandatory conformity assessment certification under Russian national standards serves as one of the prerequisites for market access within the Russian Federation.

15 Федеральный закон от 26.12.2024 № 479-ФЗ «О внесении изменений в Федеральный закон «О рекламе» и отдельные законодательные акты Российской Федерации» <https://publication.pravo.gov.ru/document/0001202412260005>

breach of contract liabilities in contracts—thereby increasing institutional costs during the pre-transaction phase. Additionally, advertisements involving consumer loans or installment payments face stricter content regulation. Any advertisement containing related statements must clearly disclose loan terms and include risk warning prompts within the ad display. Such prompts must occupy no less than 5% of the layout and possess sufficient recognizability in font size and color. Advertisements failing to display risk warnings as required may face penalties including platform removal and administrative fines, further elevating compliance risks for sellers in financial promotional activities.

3.4 Iization of E-Commerce Platforms

At the platform governance level, Russia enacted the Federal Law on Platform Economy Regulation (No. 289-FZ) (also known as the Platform Economy Law) ¹⁶ on July 31, 2025, which took effect on October 1, 2026. This legislation explicitly defines e-commerce platforms as “market intermediaries” for the first time at the legislative level, imposing more substantive regulatory responsibilities upon them.

First, the platform’s obligations regarding seller onboarding and product information management have been significantly strengthened. Platforms must conduct comprehensive qualification reviews for all sellers, including business licenses, tax registration certificates, and relevant compliance certifications, explicitly prohibiting unqualified entities from operating on the platform. Additionally, platforms must ensure sellers fully disclose product information, and have the obligation to restrict traffic or remove non-compliant products. Second, the scope of platform responsibility has expanded in tax assistance and dispute resolution. Beyond withholding value-added tax, platforms must assist relevant authorities in tax monitoring of sellers and share transaction data. When disputes arise between consumers and sellers, platforms bear mediation responsibilities and must intervene in dispute resolution processes. This arrangement positions platforms closer to quasi-regulatory entities within transactional relationships, correspondingly increasing their authority to constrain seller conduct. Furthermore, platforms’ duties in price behavior oversight and prohibited goods governance have been clarified. Platforms are legally required to establish price monitoring mechanisms to prevent sellers from disrupting market order through low-price dumping or price fraud. Simultaneously, platforms must strictly prohibit the sale of prohibited items and introduce artificial intelligence technology to build prohibited item screening systems, thereby enhancing regulatory efficiency.

16 Федеральный закон от 31.07.2025 № 289-ФЗ «Об отдельных вопросах регулирования платформенной экономики в Российской Федерации» <https://publication.pravo.gov.ru/document/0001202507310020>

3.5 Localization of Cross-Border Data Governance

In the realm of data governance, the Russian government has further amended the Personal Data Law (152-ФЗ) and related regulations (such as Federal Law 23-ФЗ)¹⁷, entering a new implementation phase around September 2025. As the primary regulatory body, the Federal Service for Supervision of Communications, Information Technology, and Mass Media (Roskomnadzor) is responsible for the specific implementation and enforcement oversight of these regulations. This has objectively raised compliance requirements for cross-border e-commerce enterprises in personal data processing, cross-border data transfers, and data security management.

First, regarding cross-border data transfers, the policy explicitly introduces a prior notification mechanism. Sellers intending to transfer consumer personal data abroad must submit a written application to the regulator, detailing the purpose of the transfer, the recipient entity, the transfer method, and the proposed data security safeguards. Sellers failing to fulfill these obligations will be deemed in violation and subject to regulatory penalties. Second, the government imposes stricter requirements for data breach incidents. In the event of a consumer personal information leak, sellers must report the situation within 24 hours. Failure to fulfill this obligation promptly, or engaging in concealment or delay, may result in regulatory authorities suspending the seller's business operations in Russia. Additionally, Russia has further clarified the scope limitations and usage boundaries for personal data processing. E-commerce sellers must strictly limit the processing of consumer personal data to purposes necessary for contract fulfillment—such as using address information to complete orders or contact details for after-sales service—and may not use such data for purposes beyond contractual agreements. This imposes higher demands on sellers' internal data management.

4 Impact of 2025 Policy Changes on Cross-Border E-Commerce: Short-Term Pressures and Long-Term Benefits

Russia's comprehensive adjustment to cross-border e-commerce policies targeting China in 2025 has significantly impacted Chinese sellers. In the short term, factors such as increased taxes, higher compliance thresholds, and rising marketing costs will elevate operational expenses. However, long-term implementation of these policies will help eliminate non-compliant operations, standardize market order, and create a fairer, more stable competitive environment for compliant Chinese enterprises.

4.1 Short-Term Impact: Rising Costs and Increased Operational Pressure

17 Федеральный закон от 28.02.2025 № 23-ФЗ «О внесении изменений в Федеральный закон «О персональных данных» и отдельные законодательные акты Российской Федерации» <https://publication.pravo.gov.ru/document/0001202502280034>

Tax policy adjustments have elevated overall operational costs for Chinese cross-border e-commerce sellers. If sellers absorb these new costs without raising retail prices, profit margins will be directly compressed. Sellers with low gross profit margins may even face the risk of sustained losses. Increased compliance costs further intensify operational pressures. Sellers must affix Data Matrix codes to products and undergo product certification. For sellers operating multiple product categories, compliance expenditures will rise significantly. Additionally, as data regulation requirements tighten, some sellers must lease servers within Russia or partner with local data service providers to meet data localization management requirements, which further elevates long-term operational costs to some extent. Changes in marketing costs also impact sellers' business strategies. With the implementation of Advertising Law requirements, sellers must adjust advertising investment plans to meet new regulatory standards.

Small and medium-sized sellers face more pronounced operational pressures due to limited scale, insufficient capital reserves, and relatively weaker compliance capabilities. Large sellers can leverage economies of scale to spread compliance costs and optimize logistics structures through overseas warehouse deployments, mitigating cost pressures from tariff hikes. However, for most SMEs, the high upfront investment required for overseas warehouse construction, coupled with the lack of professional compliance team support, presents more severe challenges during policy adjustments.

4.2 Long-Term Impact: Compliance Dividends and High-Quality Market Development

In clearing out non-compliant sellers, policies have demonstrated powerful market rectification effectiveness. Historically, some cross-border e-commerce sellers evaded tariffs and certification costs through "gray customs clearance" practices, selling goods at prices significantly lower than compliant sellers. With the establishment of price oversight mechanisms and strict enforcement of relevant regulations, this practice has been effectively curbed. This not only enhances the overall image of Chinese goods in the Russian market but also provides a fairer, more stable competitive environment for compliant Chinese enterprises. Long-term policy reforms present broader market opportunities for cross-border e-commerce sellers prioritizing compliance and brand development. Sellers effectively convey high-quality, trustworthy brand images to consumers. This not only enhances brand value but also builds stronger consumer brand loyalty, thereby boosting long-term market competitiveness.

Chinese sellers will encounter increased opportunities for localized operations in the Russian market. Establishing overseas warehouses not only reduces tariffs and customs clearance costs in cross-border transportation but also significantly improves delivery efficiency. For bulk commodities, centralized procurement and batch customs clearance can substantially cut expenses. Simultaneously, utilizing local warehousing centers within Russia accelerates overall supply chain responsiveness, meeting consumer demands for rapid delivery. More importantly, overseas warehouse development fosters deeper synergy

in the China-Russia supply chain. Chinese sellers can not only optimize logistics and reduce operational costs but also collaborate with local Russian suppliers to source packaging materials, accessories, and other components, further lowering overall supply chain expenses. This cooperative model not only strengthens the competitiveness of Chinese sellers but also promotes local economic development and job creation in Russia, laying the foundation for the long-term sustainable growth of cross-border e-commerce.

5 Recommendations for Chinese Cross-Border E-Commerce in Response to Russian Policy Changes

Facing Russia's comprehensive adjustment of cross-border e-commerce policies toward China in 2025, Chinese sellers must formulate response strategies across three dimensions: cost control, compliance building, and operational optimization. They should proactively adapt to policy directions, transforming regulatory pressures into competitive advantages to achieve long-term stable development.

5.1 Cost Control: Optimizing Supply Chains and Pricing Strategies

Amid rising tariffs and VAT rates, cost control has become the top priority for Chinese cross-border e-commerce sellers navigating Russia's policy changes. Rather than solely squeezing profit margins, a more viable approach involves optimizing supply chain structures and adjusting pricing strategies.

At the supply chain level, sellers should prioritize establishing overseas warehouses in Russia's core cities and key transportation hubs. Combining bulk imports with local distribution reduces per-unit tariffs and logistics costs. Deploying overseas warehouses in consumption-intensive regions and logistics hubs like Moscow and St. Petersburg enhances overall logistics efficiency. Simultaneously, the overseas warehouse model demands higher inventory management capabilities. Sellers must emphasize data analysis in inventory preparation, rationally controlling stock levels to avoid capital tie-ups and inventory buildup.

Regarding pricing strategies, sellers can mitigate pressure from tax hikes through tiered pricing. For categories with relatively high gross margins, such as smart home products and premium electronics, sellers may moderately increase prices after thorough market assessment. For apparel and home goods with lower gross margins, adjusting sales approaches is more effective in countering cost increases, minimizing the impact of per-item price adjustments on sales volume. Sellers can also capitalize on seasonal promotional windows in the Russian market. By offering moderate discounts to boost sales volume, they can offset declining gross margins through economies of scale, thereby maintaining overall operational stability.

5.2 Compliance Development: Refining Systems and Risk Prevention

Amidst Russia's increasingly stringent cross-border e-commerce regulations, sellers can mitigate uncertainties arising from compliance changes by refining internal management mechanisms and external

collaboration models.

Sellers can establish dedicated compliance teams or form long-term partnerships with local Russian compliance service providers to cover critical stages before and after product market entry. Complete necessary certifications before product launch to ensure compliance with Russian technical and safety standards. Fully disclose certification details on website pages to enhance product information transparency. During customs declaration, truthfully report product value, origin, and certification status. Avoid circumventing regulatory requirements through practices like undervaluing prices or transiting via third countries to reduce compliance risks at the source.

Sellers should establish relatively stable data storage and management mechanisms in accordance with relevant Russian laws and regulations. When engaging in cross-border data transfers, they must complete necessary declaration procedures with regulatory authorities in advance. Regular data security audits should be conducted to enhance internal access controls and technical safeguards, preventing compliance risks arising from data breaches or mismanagement. Establishing a routine compliance risk prevention and control mechanism is also crucial. Sellers must conduct regular reviews of product information to verify the completeness of certifications and the standardization of labels, while intensifying scrutiny for higher-risk product categories. Simultaneously, develop clear contingency plans to swiftly implement remedial actions upon any non-compliance incidents, containing losses within manageable limits. Advertising compliance is another vital component of the compliance framework. When launching marketing campaigns, sellers should rigorously review ad copy and make timely adjustments based on regulatory feedback. By integrating advertising compliance into the overall compliance management framework, sellers can enhance brand visibility while effectively mitigating legal risks associated with marketing activities.

5.3 Operational Optimization: Innovative Marketing and Localized Services

E-commerce sellers must balance controlling marketing costs with improving operational efficiency and brand influence. Innovating marketing approaches and strengthening localized service capabilities will enhance long-term competitiveness in the Russian market.

In terms of marketing strategy, sellers can reduce reliance on single advertising formats by diversifying channels. Collaborating with Russian influencers through product reviews and user experience sharing can boost consumer purchase intent. Additionally, sellers can tap into internal traffic resources within e-commerce platforms to increase product visibility and organic traffic. Combining online sales with moderate offline promotional activities also boosts brand recognition. Offline displays or experiential events allow consumers to intuitively understand product quality and performance. This omnichannel approach helps sellers establish a differentiated advantage in a fiercely competitive market.

On the service front, enhancing localization capabilities is equally crucial for operational optimization. Sellers can establish Russian-speaking customer service teams to improve inquiry satisfaction and after-sales response efficiency, reducing disputes caused by communication gaps. Setting up localized after-sales service points can shorten return/exchange cycles, lower consumers' time costs, and elevate the overall shopping experience. Supporting mainstream Russian payment methods simplifies transaction processes and boosts order success rates. Building on this foundation, sellers can further enhance brand affinity through cultural localization. By aligning with Russian consumers' cultural habits and aesthetic preferences, they can make appropriate adjustments to product packaging and display methods. Additionally, launching customized products during holidays can strengthen emotional connections with consumers. This holistic localization strategy—spanning products, services, and culture—enables sellers to transition from mere commodity suppliers to long-term market participants, laying the groundwork for sustainable growth in the Russian market.

6 Conclusion

This article systematically reviews the phased evolution of Russia's cross-border e-commerce policies toward China, analyzes policy directions through 2024, and outlines institutional adjustments beyond 2025. It focuses on examining how these policy shifts impact Chinese cross-border e-commerce sellers. Research indicates that early policies—by optimizing payment settlement systems, simplifying customs procedures, and implementing tax support measures—provided a relatively permissive environment for the rapid expansion of China-Russia cross-border e-commerce. However, as regulatory objectives shifted, Russia has progressively tightened institutional constraints since 2025 across tariff and VAT collection, product standards, advertising oversight, platform liability, and data governance, significantly raising market entry and compliance thresholds.

In terms of impact, the new policy adjustments have temporarily increased operational costs and compliance pressures for Chinese cross-border e-commerce sellers. Some small and medium-sized sellers have been forced out of the market due to the difficulty of adapting to these changes. However, from a long-term perspective, this regulatory shift will help eliminate non-compliant business practices, standardize market order, and gradually improve the competitive environment. This creates a more stable and predictable development space for Chinese enterprises committed to compliant operations and brand building. Against this backdrop, Chinese cross-border e-commerce sellers should prioritize proactive adaptation and structural transformation in responding to policy shifts. On one hand, they can mitigate cost pressures from tax hikes through overseas warehouse deployment, supply chain optimization, and pricing strategy adjustments. On the other hand, establishing a systematic compliance framework covering product certification, customs declarations, data management, and advertising regulations can reduce

risks stemming from regulatory uncertainty. Simultaneously, enhancing brand recognition and consumer loyalty through innovative marketing approaches and strengthened localized service capabilities will enable sustainable growth amid intensifying market competition.

Looking ahead, as China-Russia Digital Silk Road cooperation advances, bilateral cross-border e-commerce policies are expected to evolve toward a more balanced institutional arrangement between regulation and facilitation. This will provide clearer development pathways for Chinese enterprises seeking deeper engagement in the Russian market. Chinese cross-border e-commerce sellers must align with this trend, gradually shifting from scale expansion to quality enhancement, thereby injecting new momentum into sustained growth of bilateral trade between China and Russia.

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Author Contributions

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Availability of Data and Materials

The authors confirm that all data generated or analyzed during this study are included in the published articles in the references.

Conflicts of Interest

The authors declare that they have no conflicts of interest to report regarding the present study .

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