

Most popular German automobile and electronics brands among Russian internet users



Yandex has analysed Russian internet users' search queries over 2013 and 2014 and identified which German brands they sought most often online. The list of brands was compiled by the marketing agency [Hurra](#).

CONSUMER AND HOME ELECTRONICS

Approximately 3% of Russian users' search queries on Yandex are devoted to the selection and purchase of home appliances and electronics. Users search for the official websites of producers and stores, look for photos and characteristics of specific models, read reviews, check prices.

Among various German brands in this segment, the undisputed leader is Bosch. Users submitted between 600,000 and 1 million queries per month with this brand name. As with all electronics in general, the greatest interest was in the holiday and pre-holiday seasons in December—January (New Year's and Christmas) and February—March (Defender of the Fatherland Day and International Women's Day). The other brands in the top six — Siemens, Kärcher, Braun, Sennheiser and AEG — were each sought 100,000—200,000 times per month on average.

Russian internet users looking for electronics most often use the Latin alphabet when entering a brand name in a search query. For example, of every 10 searches for Bosch, seven were in Latin script and three in Cyrillic.

GERMAN ELECTRONICS BRANDS MOST OFTEN SOUGHT BY RUSSIAN INTERNET USERS IN YANDEX SEARCH QUERIES

BOSCH	1	Bosch	VARTA	11	Varta
SIEMENS	2	Siemens	metabo	12	Metabo
KÄRCHER	3	Kärcher	BLAUPUNKT	13	Blaupunkt
BRAUN	4	Braun	beurer	14	Beurer
SENNHEISER	5	Sennheiser	Oral-B	15	Oral-B
AEG	6	AEG	KRUPS	16	Krups
OSRAM	7	Osram	<i>jura</i>	17	Jura
hama	8	Hama	GRUNDIG	18	Grundig
Miele	9	Miele	LOEWE	19	Loewe
Gigaset	10	Gigaset	CLATRONIC	20	Clatronic

Search queries in which users entered the brand names in Cyrillic were not counted

YANDEX SEARCH DATA, JANUARY 2013—JULY 2014

AUTOMOBILE BRANDS

Automobile search queries account for approximately 4% of all search queries by Russian users on Yandex. Users enter the names of specific models, and search for reviews, prices, showrooms, service garages, sales advertisements, spare parts, etc.

Of German motor vehicle brands, the five most popular among Russian users are Volkswagen, BMW, Mercedes, Opel and Audi, with each being the subject of 1.5 million–2.5 million search queries per month. The difference between the number of queries for each of the top five was relatively small, while the other brands were sought much less frequently.

Unlike with electronics brands, Russian internet users most often search for automobile brands in Cyrillic script. Names are entered in Cyrillic in seven to eight out of every 10 vehicle search queries. Cyrillic is used least often for BMW — accounting for 55% of search queries naming this brand.

GERMAN AUTOMOBILE BRANDS MOST OFTEN SOUGHT BY RUSSIAN INTERNET USERS IN YANDEX SEARCH QUERIES

- | | |
|---|---------------------|
|  | 1 Volkswagen |
|  | 2 BMW |
|  | 3 Mercedes |
|  | 4 Opel |
|  | 5 Audi |
|  | 6 Porsche |
|  | 7 AMG |
|  | 8 MINI |
|  | 9 Schmitz Cargobull |
|  | 10 Brabus |

Search queries in both Latin and Cyrillic scripts were counted

YANDEX SEARCH DATA, JANUARY 2013–JULY 2014

For more information please contact:

Vladimir Isaev, Yandex Press Office
Tel.: +7 495 739 7 000
E-mail: pr@yandex-team.com
Michael Meisterling, Managing Director, Hurra Communications
Tel: +44 (0) 20 7395 3612
E-mail: Michael.Meisterling@hurra.com