

# E-commerce in the Republic of Kazakhstan

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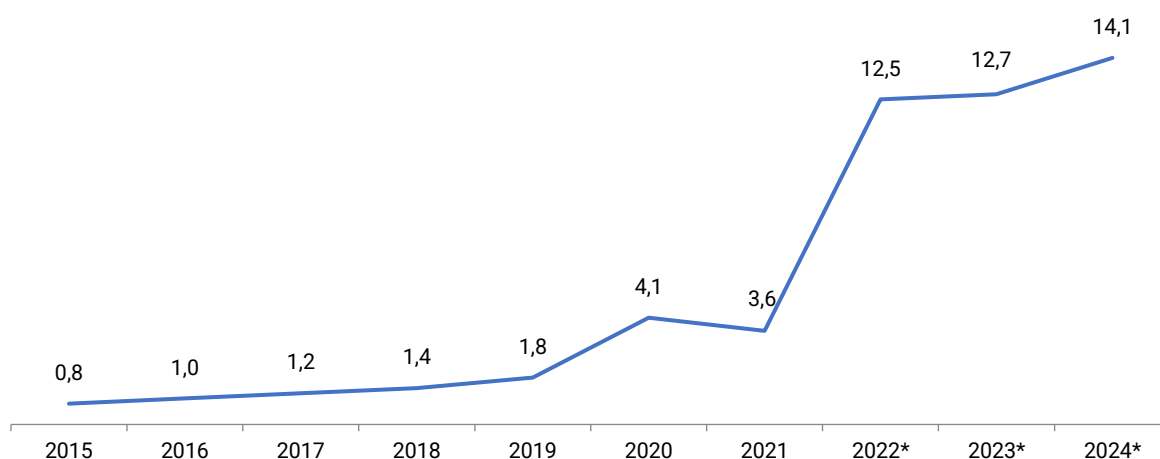
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## 1. Key points

The share of e-commerce (domestic trade) in the total volume of retail trade in 2024 (including marketplaces) amounted to 14,1%.

**The share of electronic commerce in the total volume of retail trade of the Republic of Kazakhstan**

in percentages



\*Data for 2022-2024 formed taking into account marketplaces

In 2024, the volume of the retail e-commerce (domestic market), taking into account marketplaces, amounted to 3156,4 billion tenge, of which the turnover of retail trade through the e-commerce platform (marketplace) amounted to 2679,8 billion tenge (84,9%), retail enterprises selling goods through their own Internet resource – 476,5 billion tenge (15,1%).

### **Key e-commerce indicators (domestic market)**

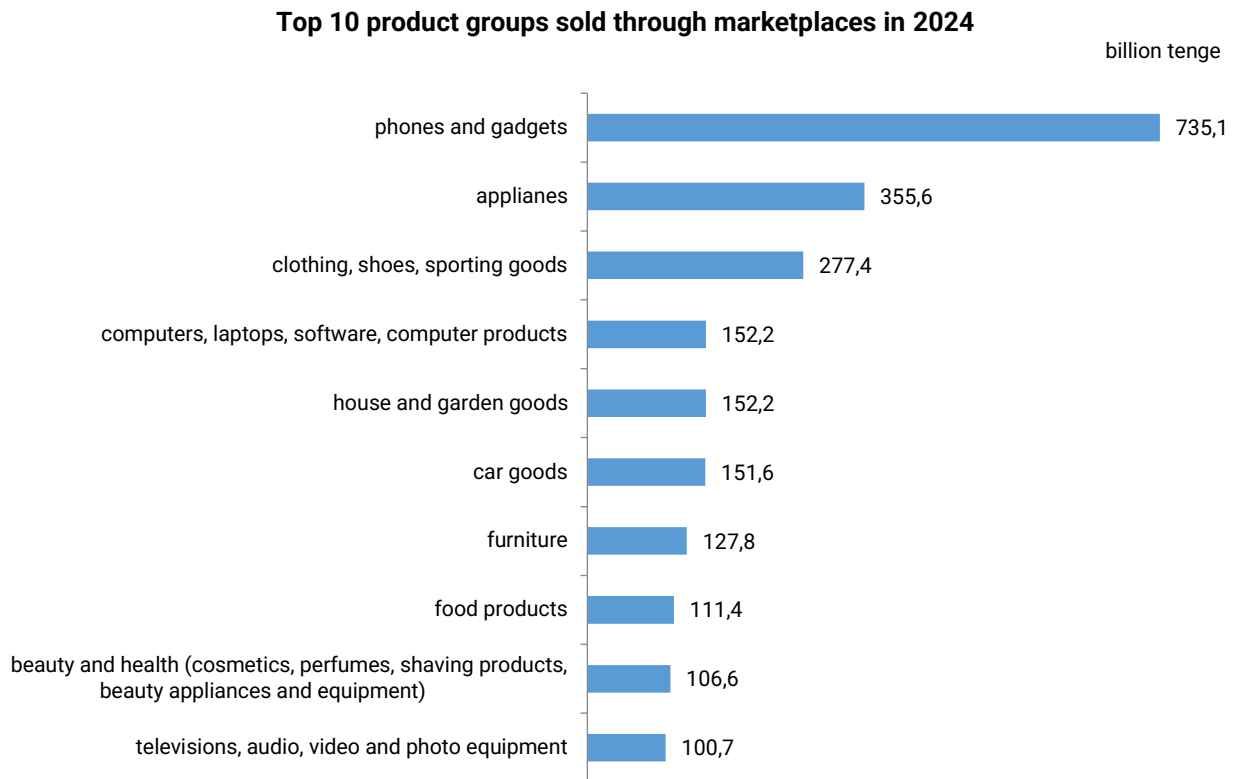
	2020	2021	2022*	2023*	2024*
The volume of e-commerce (retail trade), million tenge	476 651,5	481 978,7	1 963 493,2	2 439 821,5	3 156 372,2
The share of e-commerce in the total volume of retail trade, in percentages	4,1	3,6	12,5	12,7	14,1
The volume of e-commerce (services) million tenge	209 164,7	349 933,7	1 186 536,7	1 602 576,3	2 443 353,1

\* Data for 2022 formed taking into account marketplaces

Share of enterprises using an e-commerce platform (marketplace) in 2024 amounted to 82,5%, selling goods and services through their own Internet-resource – 26,8%, which 9,3% are engaged in retail e-commerce (through marketplace and their own Internet-resource).

In 2024, the volume of e-commerce services, including marketplaces, amounted to 2443,4 billion tenge. The volume of services provided through the e-commerce platform (marketplace) amounted to 2065,2 billion tenge (84,5%). The volume of services rendered through own Internet-resource amounted to 378,2 billion tenge (15,5%).

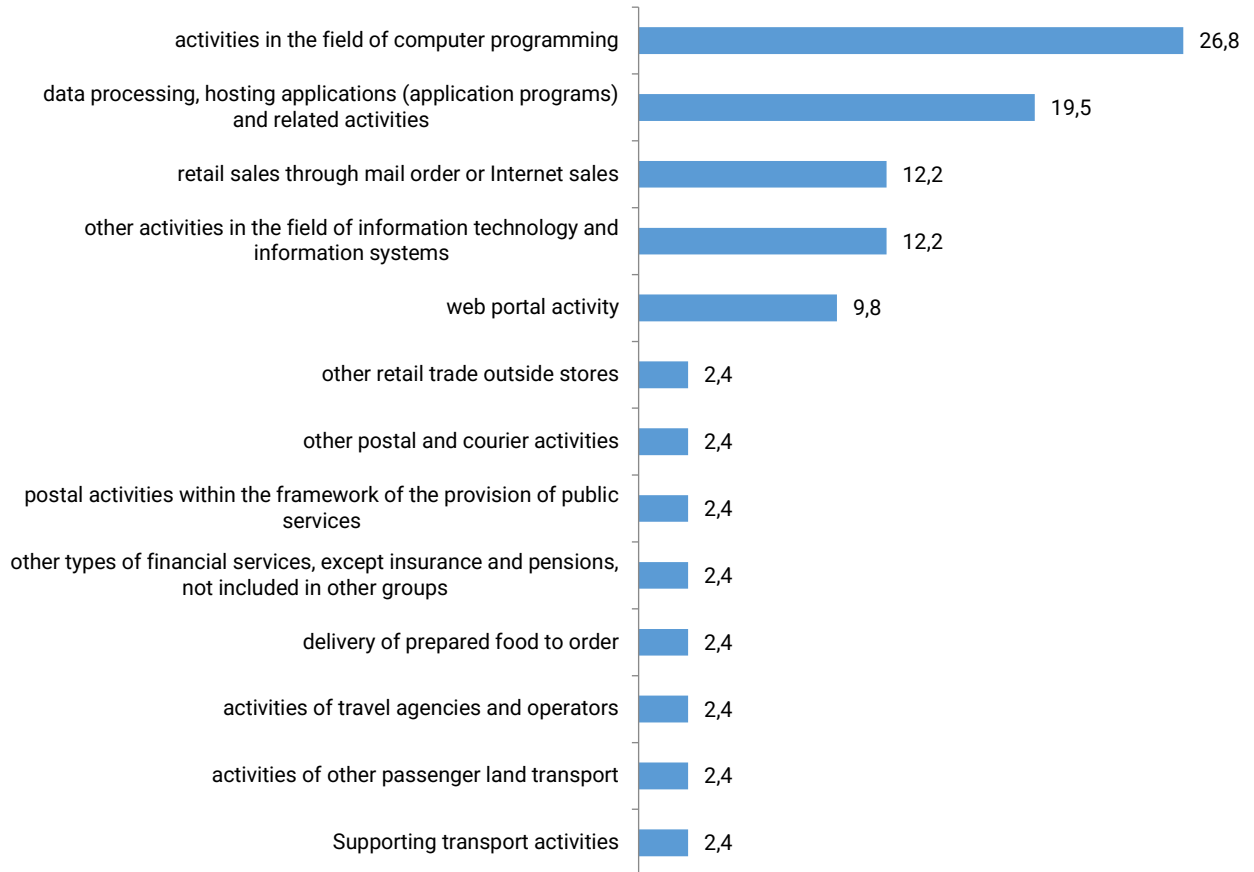
## 1.1 E-commerce through marketplace



For 2024, the largest share of total retail sales of goods through marketplaces were phones and gadgets at 27,4%, appliances at 13,3%, clothing, shoes, sporting goods at 10,3%, computer goods, software at 5,7%.

### Share of e-commerce (marketplace) holders by economic activity for 2024

in percentages



For 2024, by economic activity, the largest share of platform holders (marketplaces) in the e-commerce market was accounted for by activities in the field of computer programming at 26,8%, data processing, hosting applications and related activities at 19,5%, retail sales through mail order or Internet sales at 12,2%, other activities in the field of information technology and information systems at 12,2%.

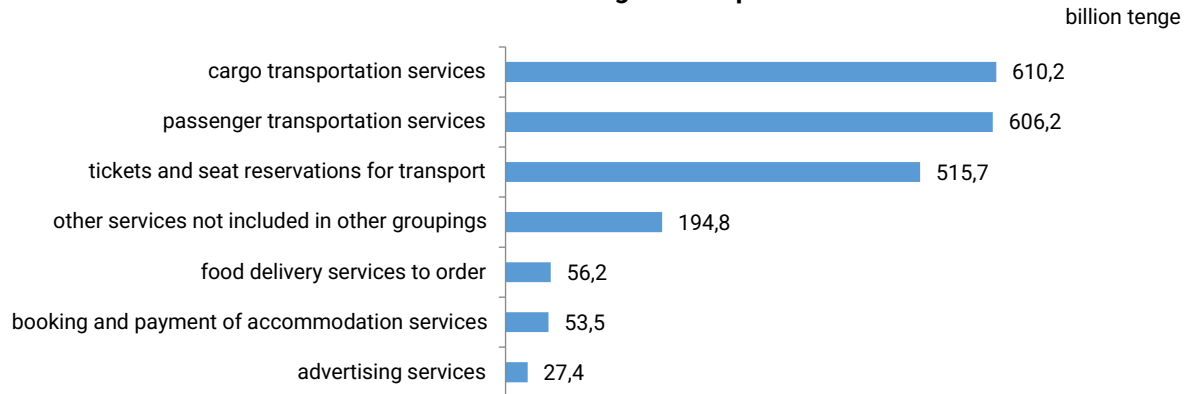
### Realization of goods through marketplaces by size of the enterprise for 2024

In percentages



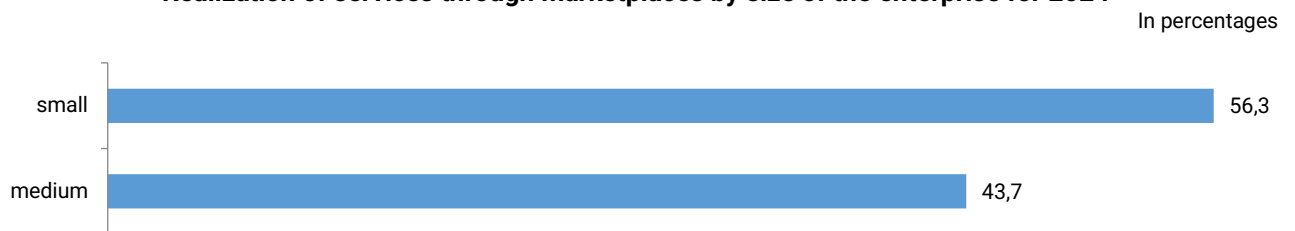
The largest share (79%) of the total volume of retail e-commerce was carried out through marketplaces by medium enterprise, small– 17,1% and large – 3,9%.

### The volume of rendered services through marketplaces for 2024



For 2024, the largest share in the volume of services provided through marketplaces is passenger transportation services – 29,5%, cargo transportation services – 29,4%, reservations for transport – 25%.

### Realization of services through marketplaces by size of the enterprise for 2024



The largest share (56,3%) of the total volume of services rendered was provided through marketplaces with up to 100 employees (small enterprise) and 43,7% – by medium sized enterprises.

### Amount of the average receipt of goods and services sold through marketplaces in 2024 (estimated value)

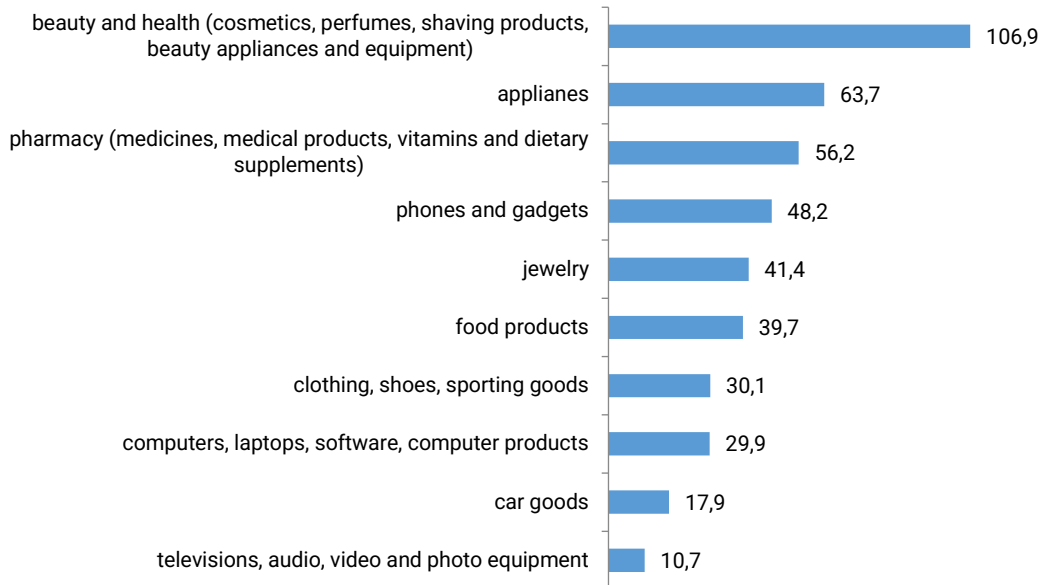


In 2024 in marketplaces the average check for retail goods amounted to – 17 572 tenge, for rendered services – 3 274 tenge.

## 1.2 E-commerce through its own Internet resource.

### Top 10 product groups sold through our own Internet-resource in 2024

billion tenge



In retail trade, the largest share of sales through own Internet-resource was accounted for cosmetics, perfumes (22,4%), applianes (13,4%), pharmacy (11,8%), phones and gadgets (10,1%), jewelry (8,7%) and food products (8,3%).

### Realization of goods through own Internet-resource by size of the enterprise for 2024

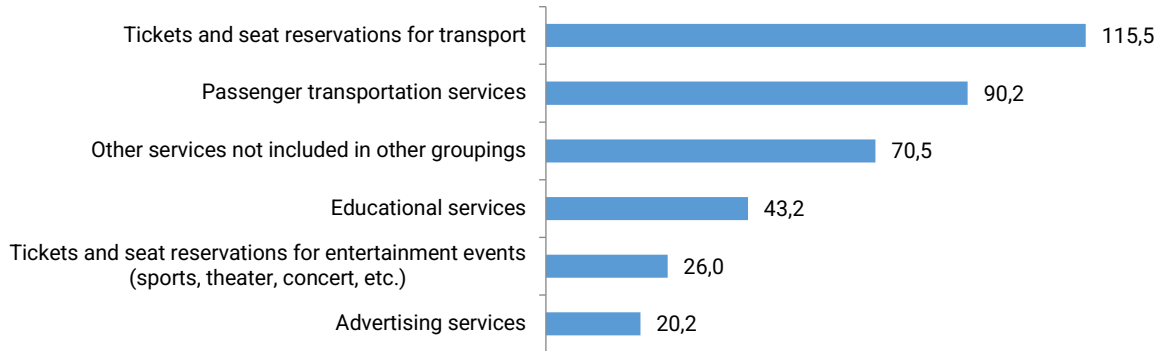
in percentages



In 2024, the largest share in the volume of retail trade through its own Internet resource was accounted for by large enterprises – 45,1%, small enterprises – 43,8%, medium – 11,1%.

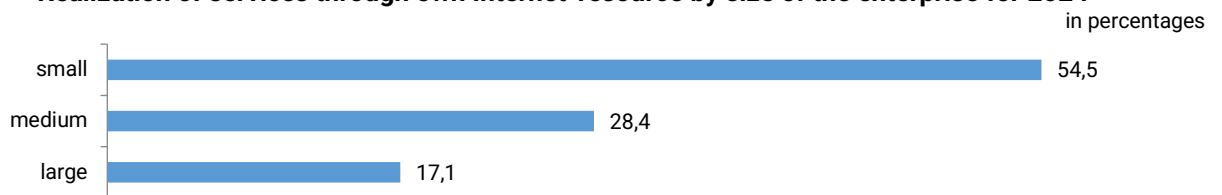
### The volume of rendered services through own Internet-resource for 2024

billion tenge



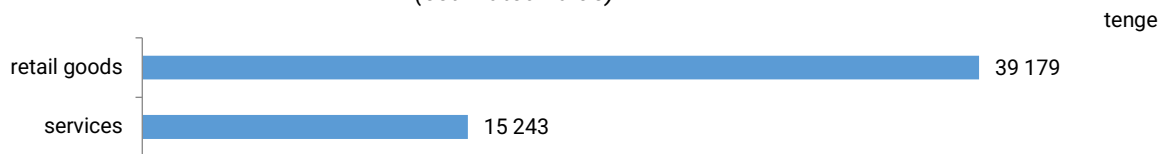
For 2024, the largest share in the volume of services provided through own Internet-resource is accounted for services - tickets and reservations for transport – 30,5%, passenger transportation services – 23,9%, other services not included in other groups – 18,6%.

#### Realization of services through own Internet-resource by size of the enterprise for 2024



In 2024, the largest share in the volume of services provided through own Internet-resource was accounted for by small enterprise – 54,5%, medium – 28,4%, large enterprise – 17,1%.

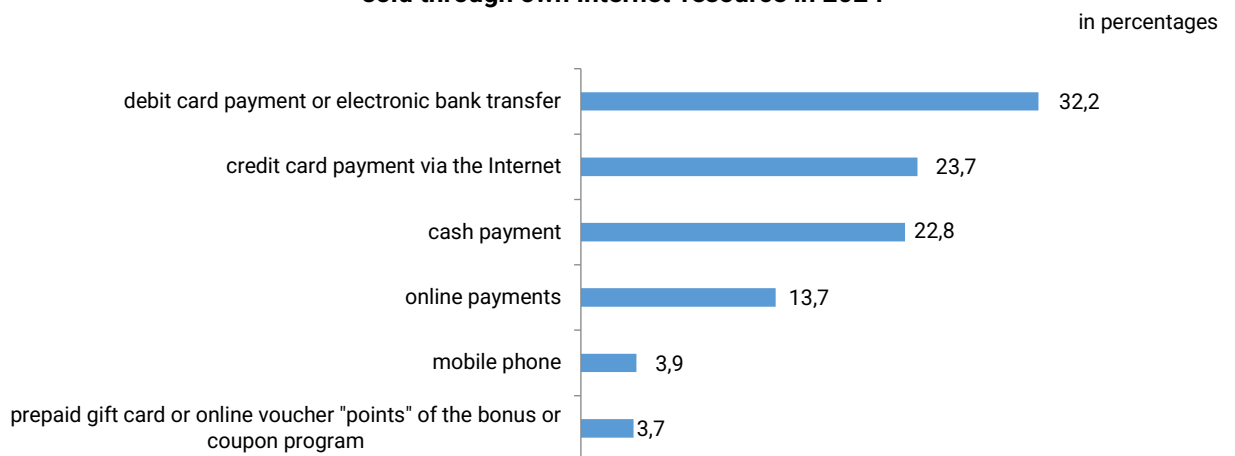
#### Amount of average receipt of goods and services sold through own Internet-resource in 2024 (estimated value)



In 2024, the average sales receipt through own Internet-resource for retail goods amounted to 39 179 tenge, for services rendered – 15 243 tenge.

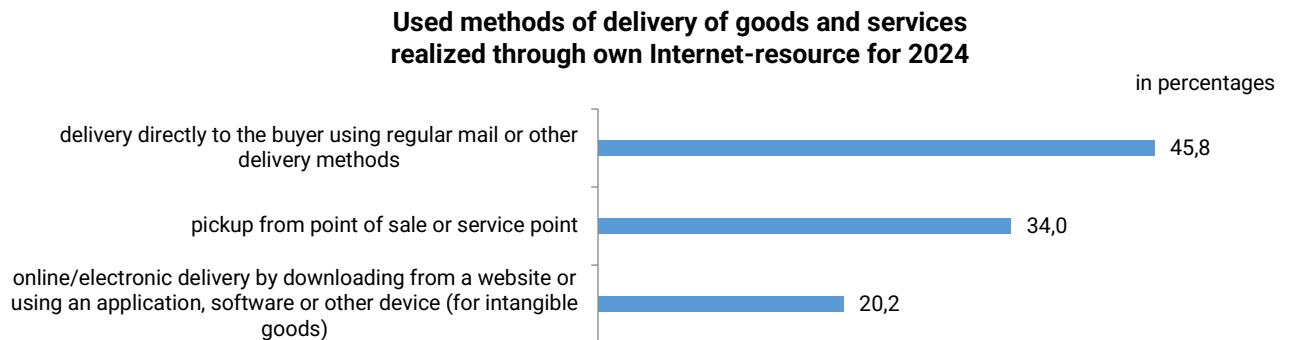
### 1.3 Payment used methods and delivery

#### Used methods of payment for goods and services sold through own Internet-resource in 2024



In 2024, methods of payment for goods and services, the most preferred were payment by for debit card payment or electronic bank transfer (32,2%), credit card payment via the Internet (23,7%), cash payment

(22,8%), online payments (13,7%), mobile phone (3,9%), gift card payment or online voucher "points" of the bonus or coupon program (3,7%).



In terms of delivery method, direct to customer delivery using regular mail or other delivery methods was the most preferred mode of delivery – 45,8%, pickup from the point of sale or service point – 34% and online delivery by downloading from a website or software – 20,2%.

## 2. Glossary

E-commerce - entrepreneurial activity in electronic commerce, as well as the sale of services, carried out through information and communication technologies.

E-trading - entrepreneurial activity for the sale of goods, carried out through information and communication technologies.

Online e-commerce platform (marketplace) - is a digital platform that acts as an intermediary and allows you to compare supply and demand (goods, services and/or information) on the multilateral market or participants via the Internet.

Retail trade - entrepreneurial activity for the sale to the buyer of goods intended for personal, family, home or other use not related to entrepreneurial activity.

Wholesale trade - entrepreneurial activity for the sale of goods intended for subsequent sale or other purposes not related to personal, family, home and other similar use.

Electronic payments are understood - as payments made by non-cash means (through bank cards, accounts; electronic money, mobile phones, payment terminals).

## 3. Methodological explanations

This document contains data on the e-retail market via the Internet, on services provided via the Internet. In addition, data is reflected in the context of goods and types of services.

The source of data on supply side e-commerce is the national statistical observation «E-commerce Report» (index E-commerce, annual periodicity). The purpose of this observation is to measure the volume and characteristics of supply side e-commerce for monitoring and analyzing e-commerce.

Subjects of national statistical observation are legal entities, individual entrepreneurs, realizing goods and services through Internet.

An order is an offer of a consumer to manufacture, supply, sell to him products, goods of a certain type and quality or to perform work, render services. A single order includes the purchase of one or more goods.

Statistical observation of enterprises (supply side) includes questions on the characteristics of e-commerce activities such as: type of goods and services, orders, the number businesses using their own Internet-resource and e-commerce platform, the volume of sales of goods and services delivery methods, electronic platforms used to conduct e-commerce, or electronic platforms, payment methods for online purchases.

## 4. Links to related publications

[On electronic commerce in the Republic of Kazakhstan](#)

[E-commerce in the Republic of Kazakhstan](#)

## 5. Useful links

[Methodology for the formation of indicators for the statistics of electronic commerce](#)

[Methodology for the formation of indicators for internal trade statistic](#)

[E-commerce form "E-commerce Report"](#)

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