

E-commerce in the Republic of Kazakhstan

Date of publication: 25.05.2026
Date of next publication: 24.05.2027

1. Key points

1.1 E-commerce through marketplace

1.2 E-commerce through its own Internet-resource

1.3 Payment methods used for goods and services and delivery of goods

2. Glossary

3. Methodological explanations

4. Links to related publications

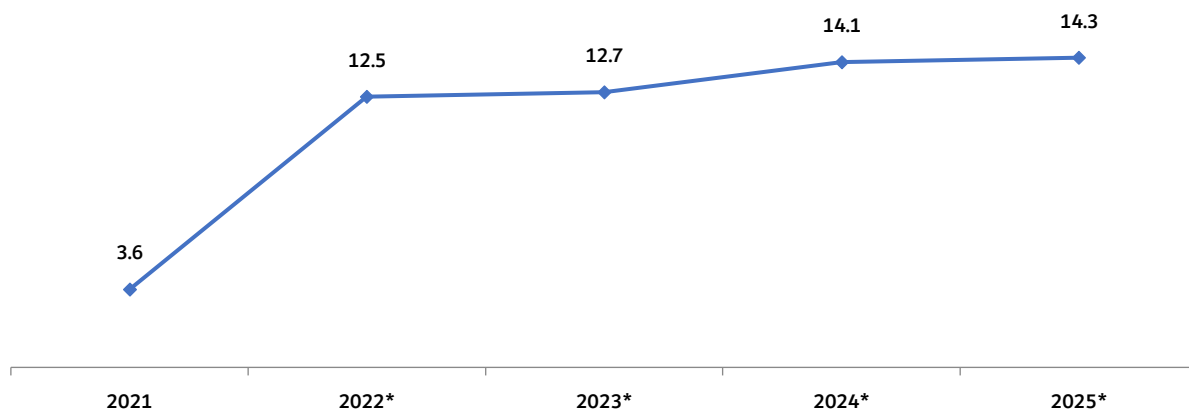
5. Useful links

1. Key points

The share of e-commerce (domestic trade) in the total volume of retail trade in 2025 (including marketplaces) amounted to 14,3%.

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

in percentages



*Data for 2022-2025 formed taking into account marketplaces

In 2025, the volume of the retail e-commerce (domestic market), taking into account marketplaces, amounted to 3768,8 billion tenge, of which the turnover of retail trade through the e-commerce platform (marketplace) amounted to 3237,5 billion tenge (86%), retail enterprises selling goods through their own Internet resource – 531,3 billion tenge (14%).

Key e-commerce indicators (domestic market)

	2021	2022*	2023*	2024*	2025*
The volume of e-commerce (retail trade), million tenge	481 978,7	1 963 493,2	2 439 821,5	3 156 372,2	3 768 821,8
The share of e-commerce in the total volume of retail trade, in percentages	3,6	12,5	12,7	14,1	14,3
The volume of e-commerce (services) million tenge	349 933,7	1 186 536,7	1 602 576,3	2 443 353,1	2 477 292,3

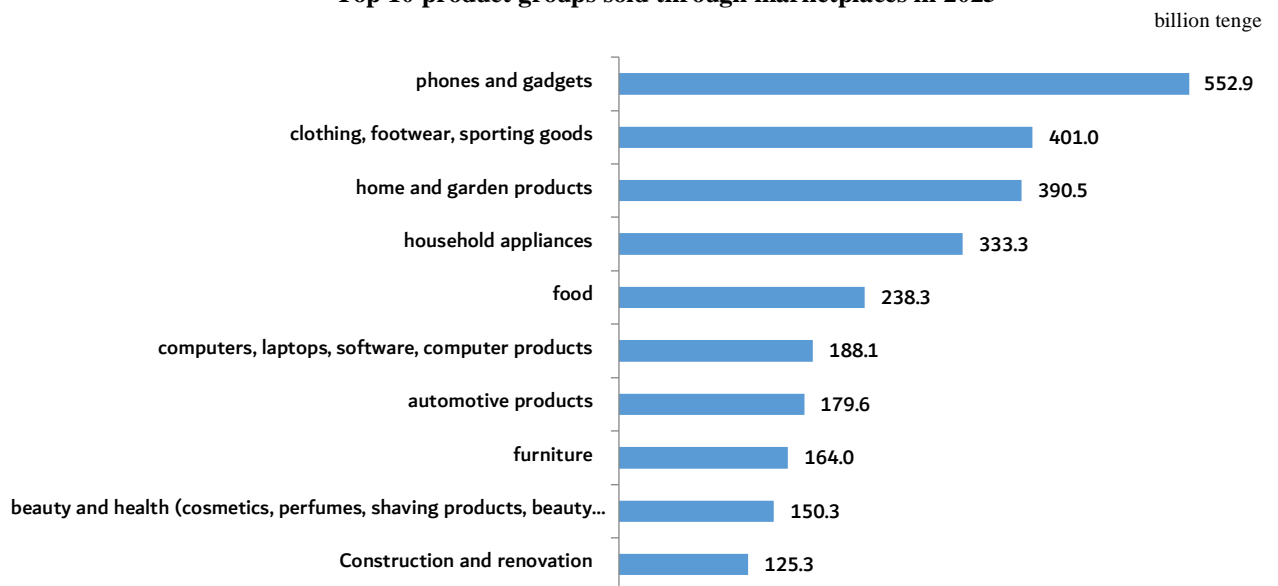
* Data for 2022-2025 includes marketplaces.

Share of enterprises using an e-commerce platform (marketplace) in 2025 amounted to 83,1%, selling goods and services through their own Internet-resource – 27,2%, which 10,3% are engaged in retail e-commerce (through marketplace and their own Internet-resource).

In 2025, the volume of e-commerce services, including marketplaces, amounted to 2477,3 billion tenge. The volume of services provided through the e-commerce platform (marketplace) amounted to 2025,5 billion tenge (81,8%). The volume of services rendered through own Internet-resource amounted to 451,8 billion tenge (18,2%).

1.1 E-commerce through marketplace

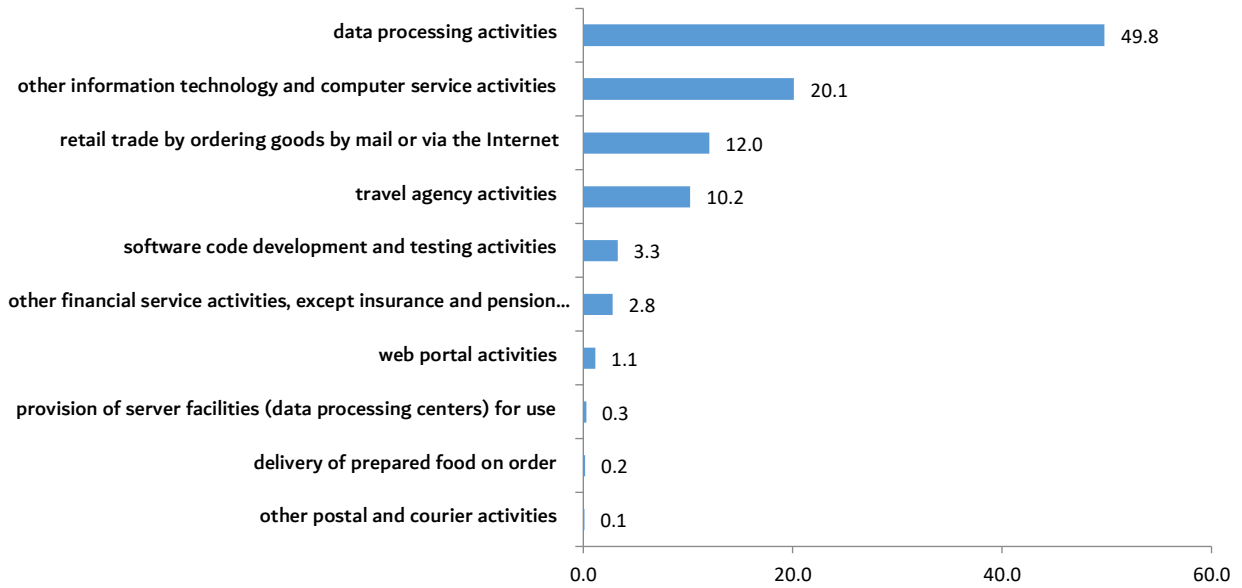
Top 10 product groups sold through marketplaces in 2025



In 2025, the largest share of the total volume of retail sales of goods through marketplaces was made up of telephones and gadgets – 17,1%, clothing, footwear and sporting goods – 12,4%, goods for the home and garden – 12,1%, household appliances – 10,3%, food products – 7,4%.

Share of e-commerce (marketplace) holders by economic activity for 2025

in percentages



In 2025, the largest share of platform holders (marketplaces) in the e-commerce market by type of economic activity was in the field of data processing – 49,8%, other types of activities in the field of information technology and information systems – 20,1%, retail trade by ordering goods by mail or via the Internet – 12%.

Realization of goods through marketplaces by size of the enterprise for 2025

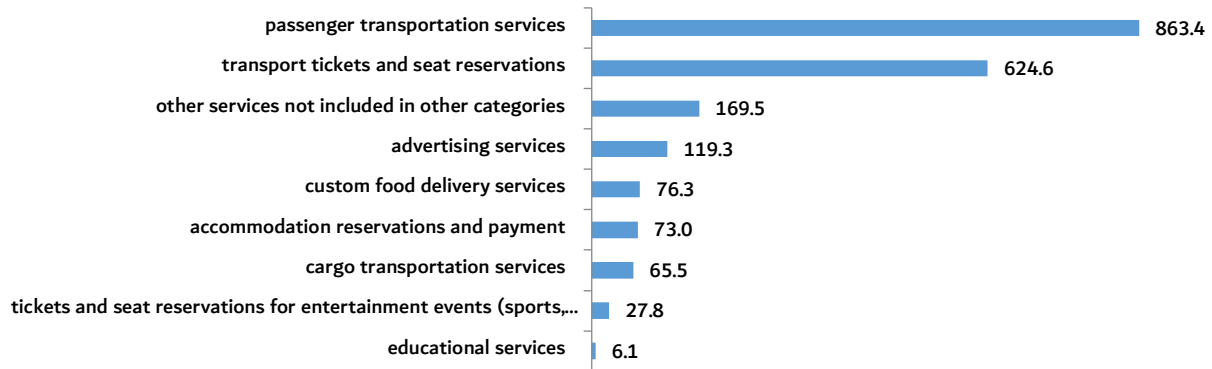
In percentages



The largest share (99,8%) of the total volume of retail e-commerce through marketplaces comes from large enterprises, medium-sized enterprises – 0,2%, and small enterprises – 0,1%.

The volume of rendered services through marketplaces for 2025

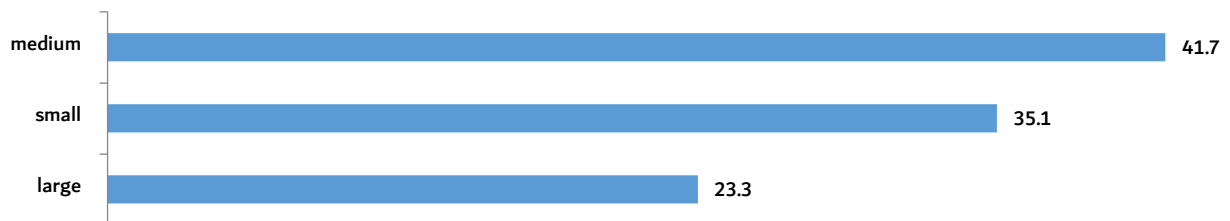
billion tenge



By 2025, the largest share of services provided through marketplaces will be passenger transportation services – 42,6% and transport seat reservation services – 30,8%.

Realization of services through marketplaces by size of the enterprise for 2025

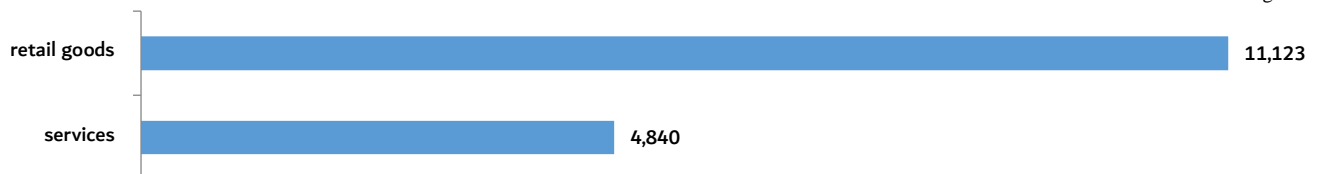
In percentages



The largest share (41,7%) of the total volume of services sold through marketplaces comes from medium-sized enterprises, small ones – 35,1%, and large ones – 23,3%.

Amount of the average receipt of goods and services sold through marketplaces in 2025 (estimated value)

tenge

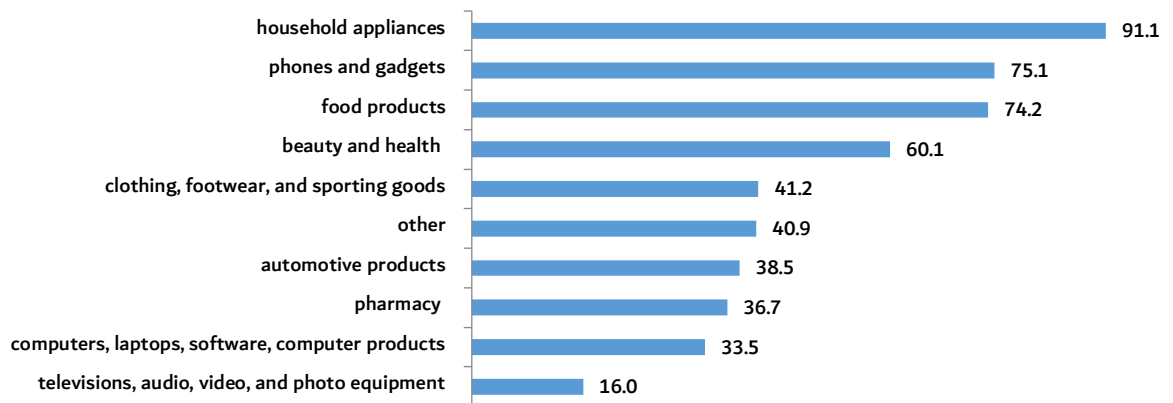


In 2025 in marketplaces the average check for retail goods amounted to – 11123 tenge, for rendered services – 4840 tenge.

1.2 E-commerce through its own Internet resource

Top 10 product groups sold through our own Internet-resource in 2025

billion tenge



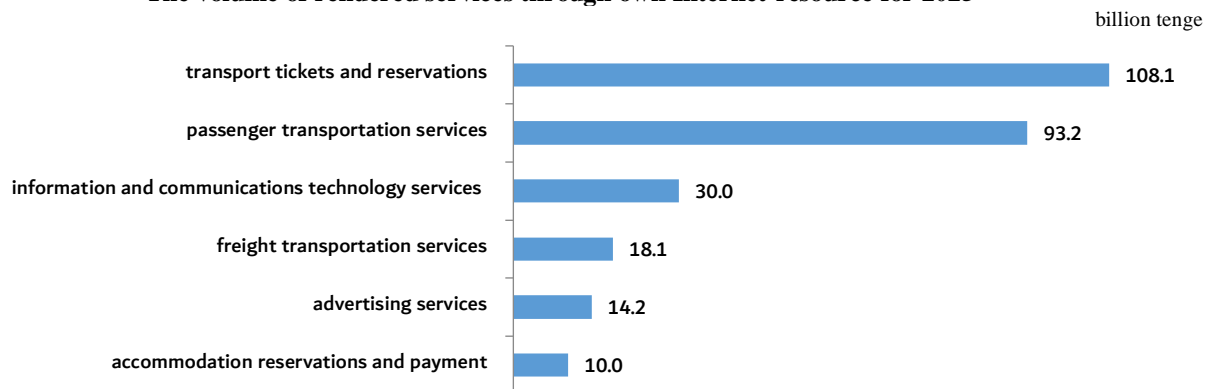
In retail trade, the largest share of sales through the company's own Internet resource was accounted for by household appliances (17,1%), telephones and gadgets (14,1%) and food products (14%).

Realization of goods through own Internet-resource by size of the enterprise for 2025



In 2025, the largest share of retail sales through their own online resource came from large enterprises – 64,8%, small enterprises – 20,1%, and medium-sized enterprises – 15,1%.

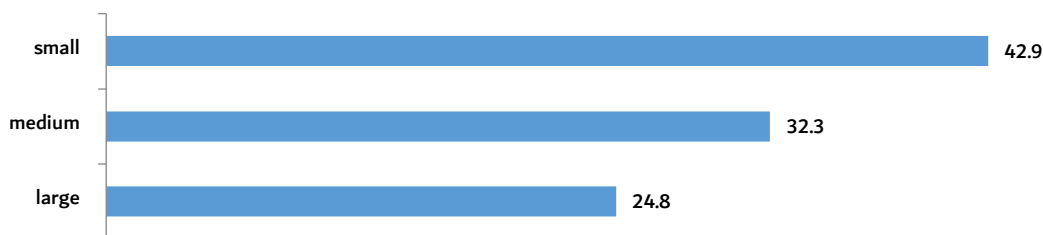
The volume of rendered services through own Internet-resource for 2025



By 2025, the largest share of the volume of services provided through the company's own Internet resource will be for services such as tickets and reservations for transport – 23,9%, passenger transportation services – 20,6% and services in the field of information and communication technologies – 6,6%.

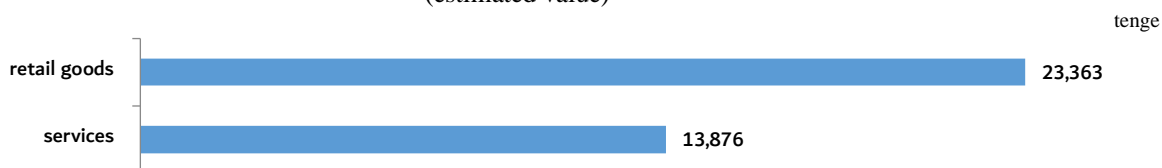
Realization of services through own Internet-resource by size of the enterprise for 2025

in percentages



In 2025, the largest share of the volume of services provided through their own Internet resource came from small businesses – 42,9%, medium – 32,3%, large businesses – 24,8%.

Amount of average receipt of goods and services sold through own Internet-resource in 2025
(estimated value)

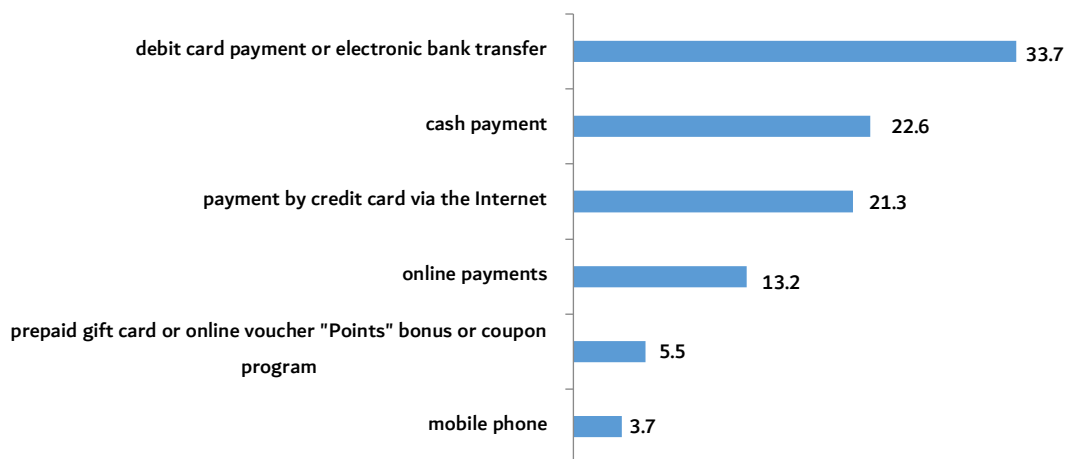


In 2025, the average sales receipt through own Internet-resource for retail goods amounted to 23363 tenge, for services rendered – 13876 tenge.

1.3 Payment used methods and delivery

Used methods of payment for goods and services sold through own Internet-resource in 2025

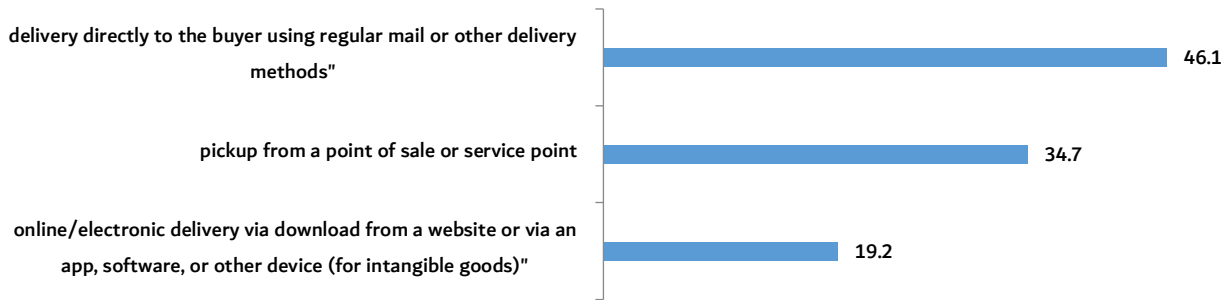
in percentages



In 2025, the most preferred payment methods for goods and services were payment by debit card or electronic bank transfer (33,7%), payment in cash (22,6%), payment by credit card via the Internet (21,3%), online payments (13,2%), payment by gift card or online voucher for “points” of a bonus program or coupons (5,5%), via mobile phone (3,7%).

Used methods of delivery of goods and services realized through own Internet-resource for 2025

in percentages



In terms of delivery method, the most preferred method was delivery directly to the buyer using regular mail or other delivery methods, which accounted for 46,1%, pick-up from a point of sale or service point – 34,7%, and online delivery by downloading from a website or using an application – 19,2%.

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"](#)

Responsible for the release: Department of Services and Energy Statistics	Director of the Department: G. Aigozina Tel. +7 7172 749060	Executor: G.Dzhamanova Tel. +7 7172 749336	Address: 010000, Astana city, Mangilik el Avenue, 8 House of Ministries, 4 entrance
--	--	---	--

© Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan