

1. [Key points](#)

1.1 E-commerce via marketplace

1.2 E-commerce through its own Internet-resource

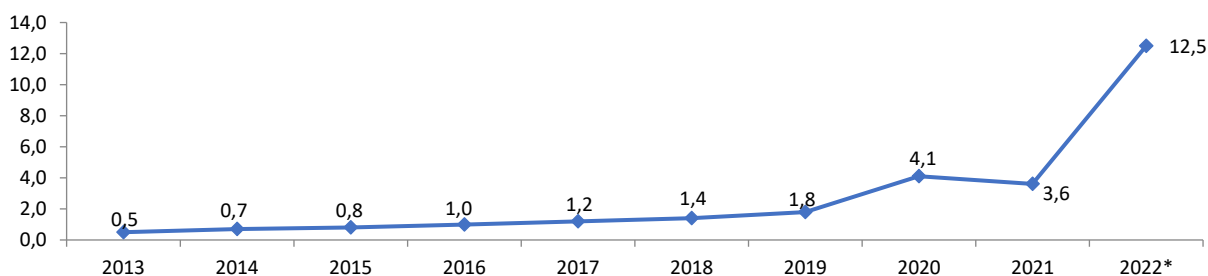
1.3 Payment methods used for goods and services and delivery of goods

2. [Glossary](#)3. [Methodological explanations](#)4. [Links to related publications](#)5. [Useful links](#)1. [Key points](#)

In 2022, the volume of the retail e-commerce (domestic market), taking into account marketplaces, amounted to 1963.5 billion tenge, of which the turnover of retail trade through the e-commerce platform (marketplace) amounted to 1117.9 billion tenge (56.9%), retail enterprises selling goods through their own Internet resource - 845.6 million tenge (43.1%).

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

as a percentage



* Data for 2022 formed taking into account marketplaces

The share of e-commerce in total retail trade in 2022 (including marketplaces) amounted to 12.5%.

Key indicators of e-commerce (domestic market)

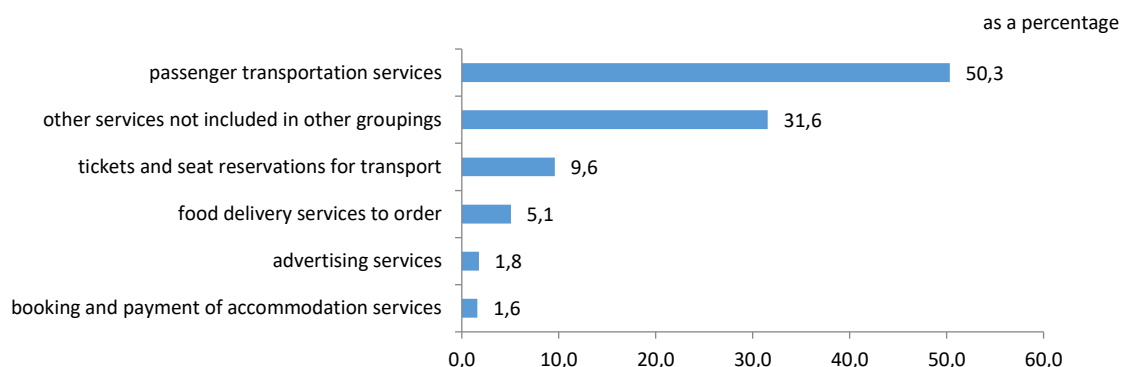
	2015	2016	2017	2018	2019	2020	2021	2022*
Volume of e-commerce (retail trade), million tenge	50919,9	78500,5	106918,1	144606,0	206253,9	476651,5	481978,7	1963493,2
The share of e-commerce in the total volume of retail trade, as a percentage	0,8	1,0	1,2	1,4	1,8	4,1	3,6	12,5
Volume of e-commerce (services) million tenge	39156,4	80198,4	70356,2	136123,0	121153,7	209164,7	349933,7	1186536,7

* Data for 2022 formed taking into account marketplaces

In 2022, the volume of e-commerce services, including marketplaces, amounted to 1186.5 billion tenge. The volume of services rendered through its own Internet resource amounted to 254.7 million tenge (21.5%). The volume of services rendered through the e-commerce platform (marketplace) amounted to 931.8 million tenge (78.5%).

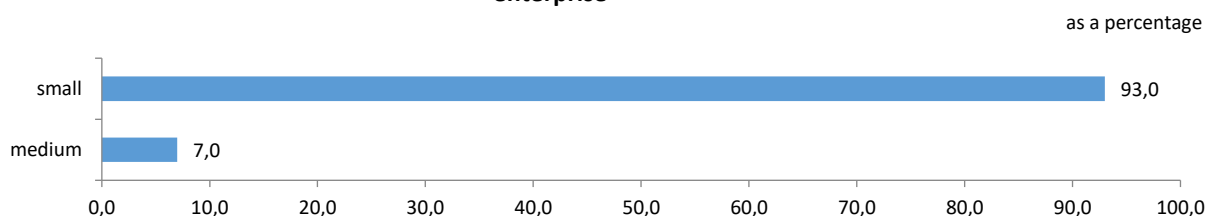
1.1 E-commerce via marketplace

The volume of services rendered through the marketplace by type in 2022



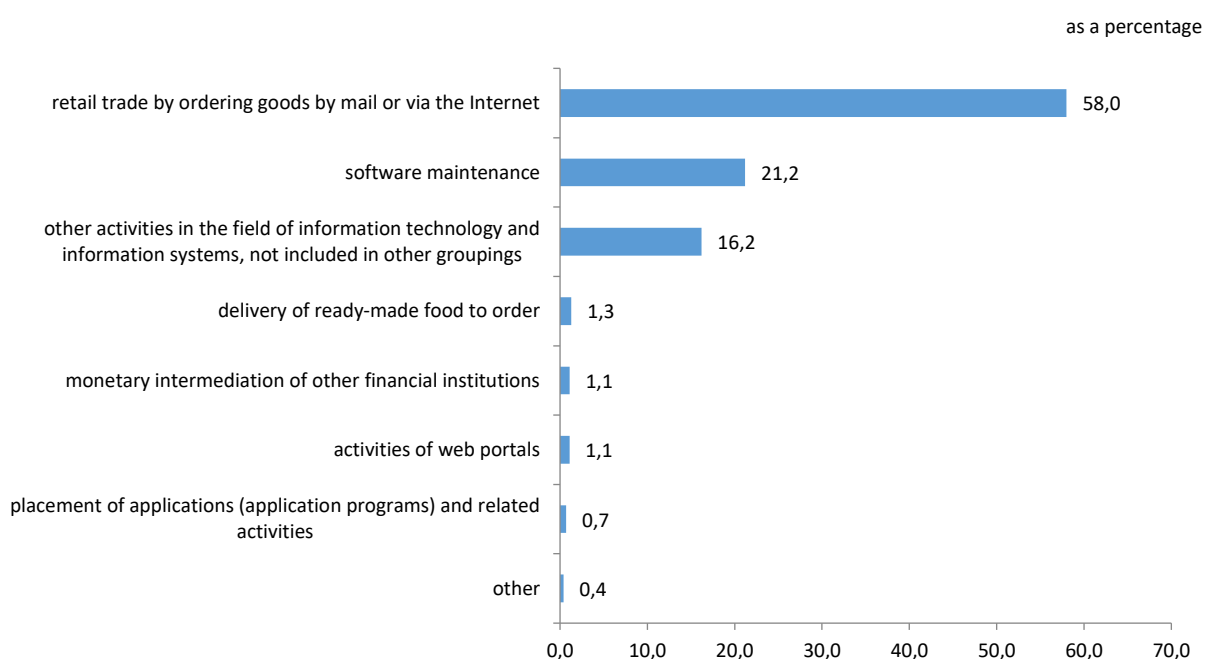
In 2022, the largest share in the volume of services rendered through the marketplace falls on passenger transportation services – 50.3%, seat reservation services for transport – 9.6%, food delivery services to order – 5.1%.

The volume of sales of goods and services through the marketplace according to the dimension of the enterprise



The largest share (93%) of the total sales of goods and services was carried out by a marketplace with up to 100 employees (small marketplace) and only 7%– by medium-sized enterprises.

The volume of sales of goods and services through the marketplace by type of economic activity in 2022

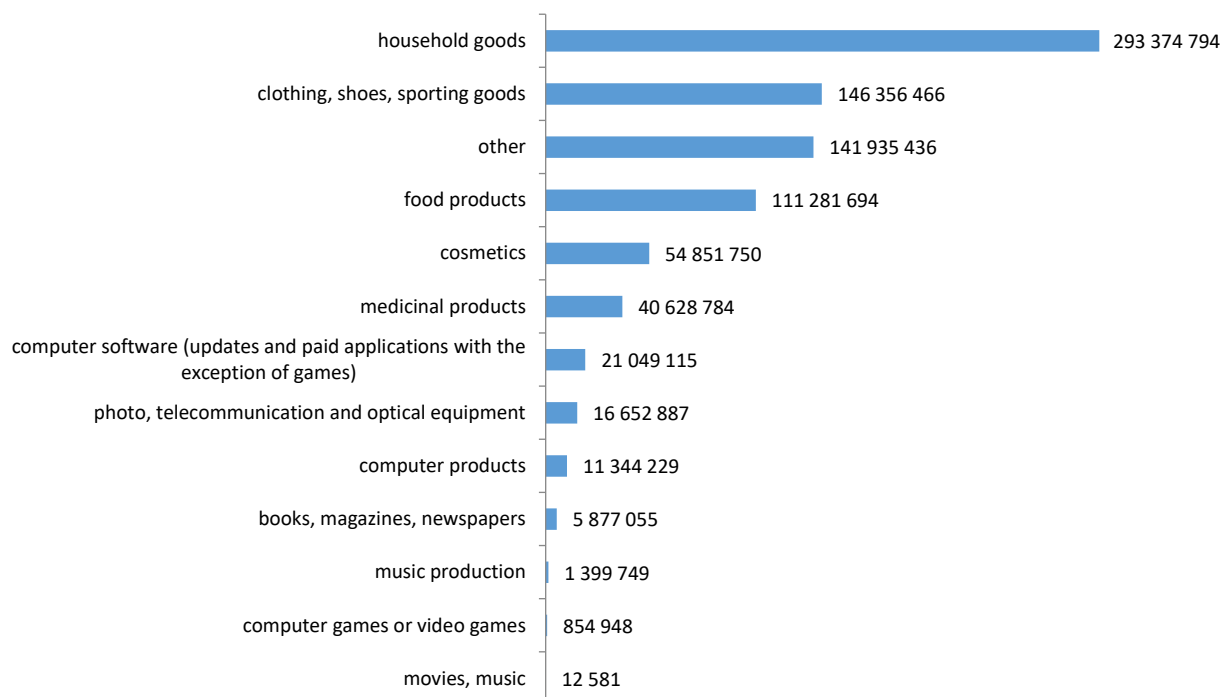


In 2022, the largest share (58%) of the total sales of goods and services was carried out through marketplaces with the main type of economic activity «retail trade by ordering goods by mail or via the Internet», 21.2% – «software maintenance», 16.2% – «activities in the field of information technology and information systems».

1.2 E-commerce through its own Internet resource.

The volume of retail trade through its own Internet-resource on the structure of goods in 2022.

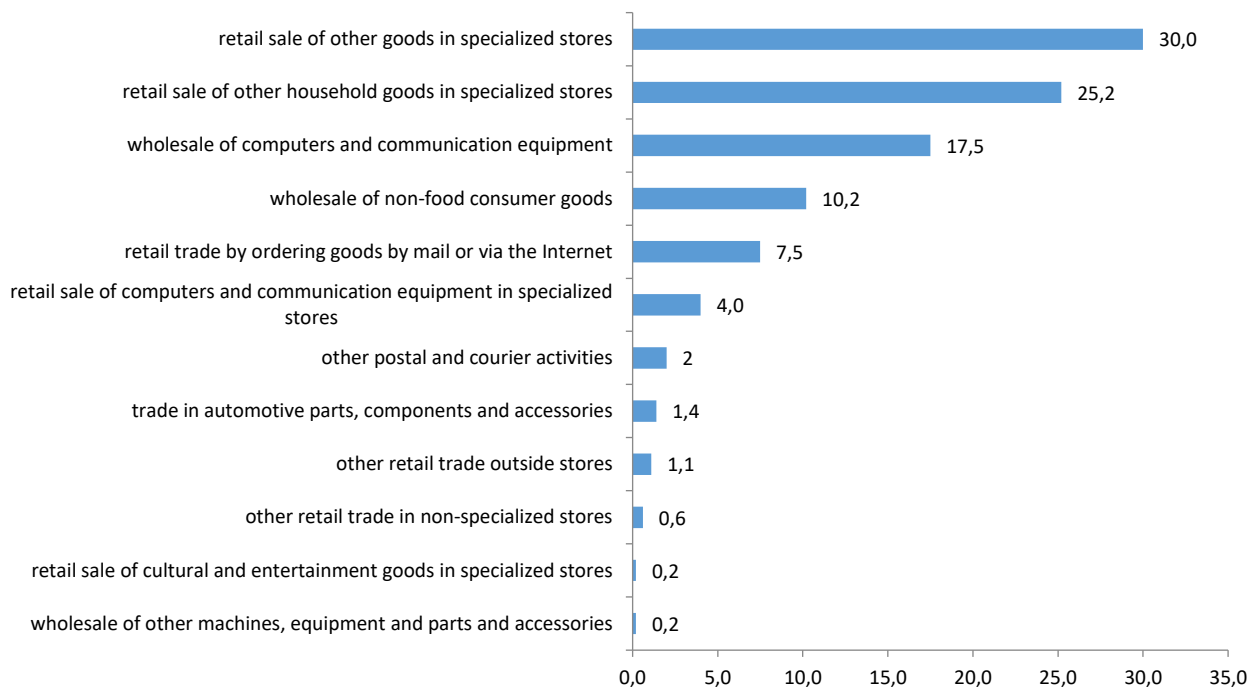
thousand tenge



In retail trade, the largest share of sales through its own Internet resource were household goods (34.7%), clothing, shoes and sporting goods (17.3%), food (13.2%), cosmetics (6.5%), medicines (4.8%).

The volume of retail trade through its own Internet-resource by type of economic activity for 2022.

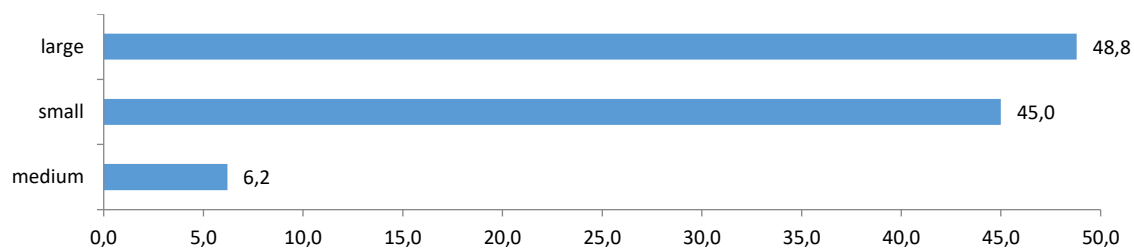
as a percentage



In 2022, the largest share in the volume of retail trade through its own Internet resource accounts for retail trade in other goods in specialty stores – 29.9%, retail trade in other household goods in specialty stores – 25.2%, wholesale trade in computers and communication equipment – 17.5%, wholesale trade in non-food consumer goods – 10.2%.

Retail trade through its own Internet-resource on the dimension of the enterprise

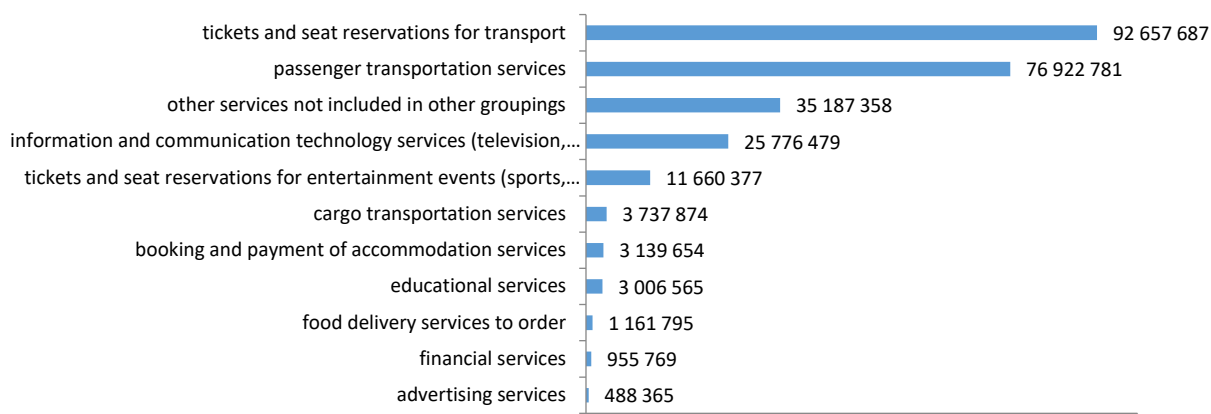
as a percentage



In 2022, the largest share in the volume of retail trade through its own Internet resource falls on large enterprises - 48.8%, small enterprises – 45%, medium – 6.2%.

The volume of services rendered through its own Internet-resource by type of services for 2022.

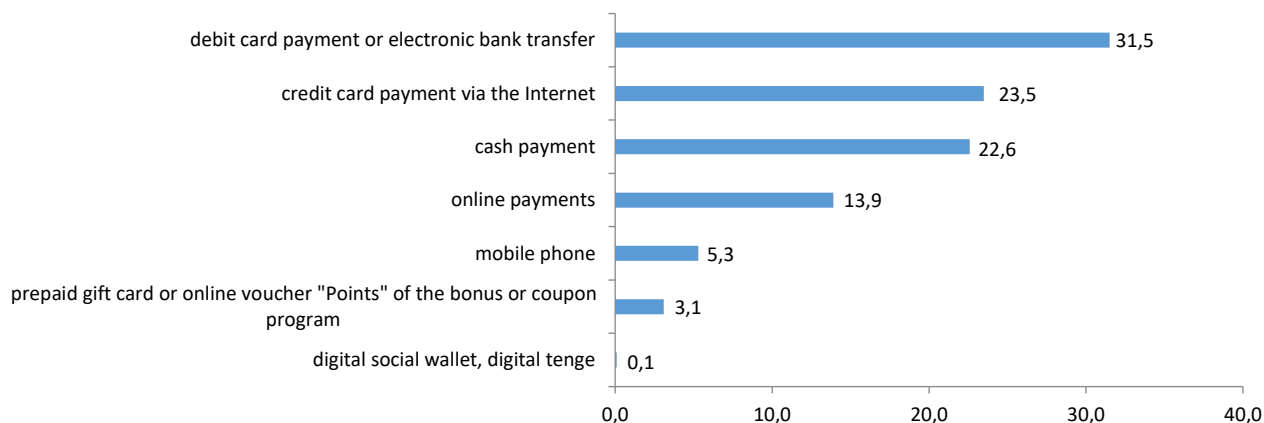
thousand tenge



1.3 Payment used methods and delivery

Payment methods used for goods and services

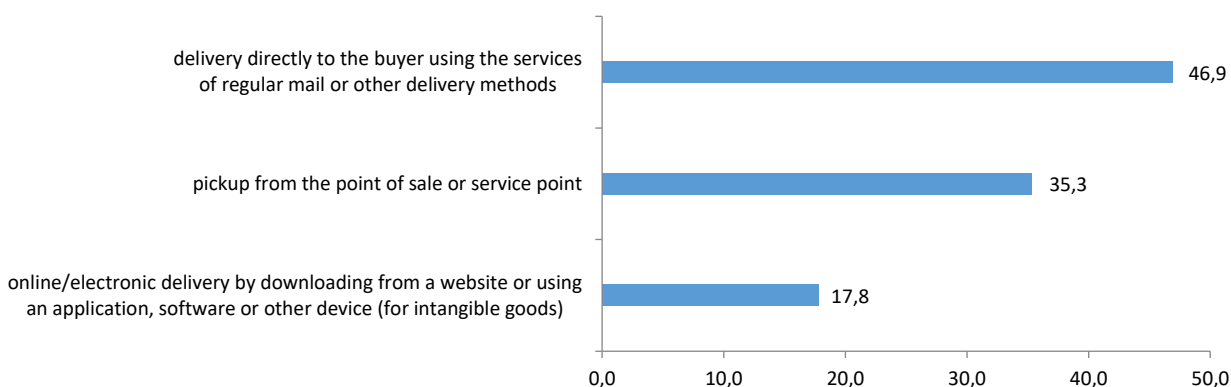
as a percentage



In 2022, the most preferred payment methods for goods and services were debit card payment or electronic bank transfer (31.5%), credit card payment via the Internet (23.5%), cash payment (22.6%), online payments (13.9%), mobile phone (5.3%), gift card payment or online voucher "points" of the bonus or coupon program (3.1%), digital wallet (0.1%).

Used methods of delivery of goods

as a percentage



According to the delivery method, the most respectable is the type of delivery directly to the buyer using the services of regular mail or other delivery methods, the share of which was 46.9% pickup from the point of sale or service point – 35.3% and online delivery - 17.8%.

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.

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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