

E-commerce in the Republic of Kazakhstan

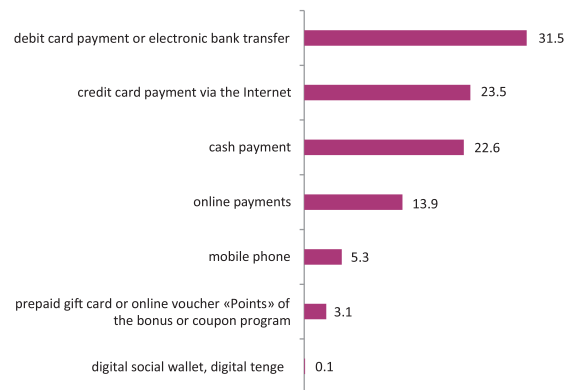


Do you know that...

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

Payment methods used for goods and services

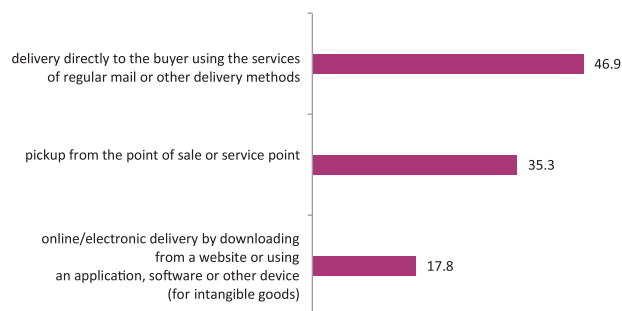
as a percentage



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%.

Brief methodological explanations

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).

Do you still have any questions?

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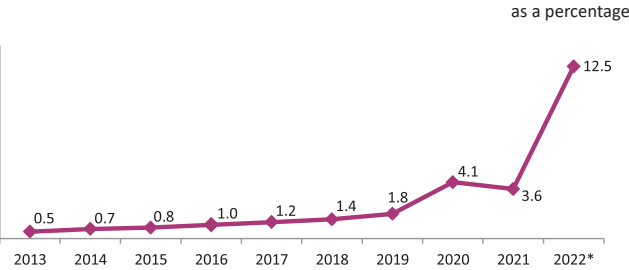
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E-Commerce refers to the sale or purchase of goods or services made through computer networks by means specifically designed for the purpose of receiving or placing orders. Products or services are ordered using these methods, but payment and delivery of products or services do not have to be made online. The operation takes place between businesses, households, and individuals. E-Commerce refers to orders made in an online store (online store) or via web forms on the Internet or Extranet, regardless of the method of access to the network. E-Commerce does not include orders made by phone, Fax, or manually typed email, as well as government purchases of goods, works, and services.

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

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



* Data for 2022 formed taking into account marketplaces

E-commerce in the Republic of Kazakhstan in 2018-2022 yy. (domestic market)

	2018	2019	2020	2021	2022*
Volume of e-commerce (retail trade), million tenge	144 606.0	206 253.9	476 651.5	481 978.7	1 963 493.2
The share of e-commerce in the total volume of retail trade, as a percentage	1.4	1.8	4.1	3.6	12.5
Volume of e-commerce (services) million tenge	136 123.0	121 153.7	209 164.7	349 933.7	1 186 536.7

* Data for 2022 formed taking into account marketplaces

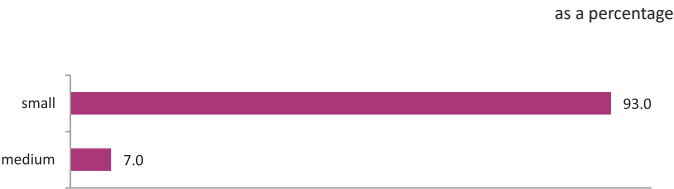
In 2022, the volume of e-commerce services, including marketplaces, amounted to 1186.5 billion tenge. The volume of services rendered through its own Internet resource amounted to 254.7 million tenge (21.5%). The volume of services rendered through the e-commerce platform (marketplace) amounted to 931.8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

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



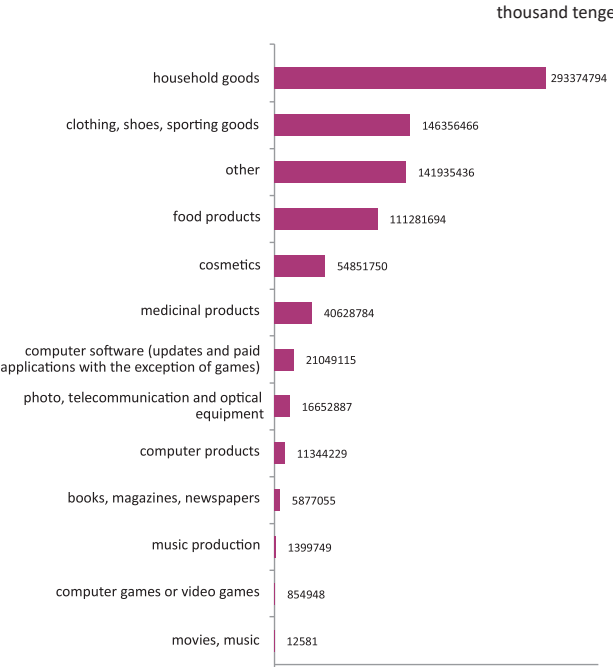
The largest share (93%) of the total sales of goods and services was carried out by a marketplace with up to 100 employees (small marketplace) and only 7%— by medium-sized enterprises.

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



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



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

