

MARKET REPORT



Online Retail in Kazakhstan

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Online Retail in Kazakhstan

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Online Retail in Kazakhstan

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Summary

Online Retail in Kazakhstan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.
- The Kazakh online retail sector had total revenues of \$1.3bn in 2018, representing a compound annual growth rate (CAGR) of 27.2% between 2014 and 2018.
- The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$590.1m, equivalent to 46.7% of the sector's overall value.
- According to the World Bank the percentage of Kazakhs using the internet was 78.9% in 2018, an increase from 66% in 2014.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Kazakhstan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Kazakhstan
- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Kazakhstan online retail market with five year forecasts

Reasons to Buy

- What was the size of the Kazakhstan online retail market by value in 2018?
- What will be the size of the Kazakhstan online retail market in 2023?
- What factors are affecting the strength of competition in the Kazakhstan online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Kazakhstan's online retail market?

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