

Internet Retailing in Kazakhstan

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Abstracts

With modern lifestyles among the population in large towns, there is a growing interest in online shopping in Kazakhstan. This trend is derived from the increasing internet penetration each year in the country, and the growing availability of affordable smartphones and tablets, as well as the hectic and busy lifestyles of many Kazakhstanis. The key consumers of internet retailing are young consumers who are employed, have stable disposable incomes and are open to new experiences and are ready to...

Euromonitor International's Internet Retailing in Kazakhstan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Apparel and Footwear Internet Retailing, Beauty and Personal Care Internet Retailing, Consumer Appliances Internet Retailing, Consumer Electronics Internet Retailing, Consumer Health Internet Retailing, Food and Drink Internet Retailing, Home Care Internet Retailing, Home Improvement and Gardening Internet Retailing, Homewares and Home Furnishings Internet Retailing, Media Products Internet Retailing, Other Internet Retailing, Personal Accessories and Eyewear Internet Retailing, Pet Care Internet Retailing, Traditional Toys and Games Internet Retailing, Video Games Hardware Internet Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares

and distribution data.

Why buy this report?

Get a detailed picture of the Internet Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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