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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

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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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Contents

Headlines
Prospects
Modern Lifestyles Support Development of Internet Retailing
Logistics Continue To Be Main Challenge for Local Internet Retailers
Cancellation of Income Tax Contributes To Support and Competition
Competitive Landscape
Active Performance of Lamoda in 2018
Continuous Competition Between Domestic and International Players in 2018
Emerging Business Models
Channel Data
Table 1 Internet Retailing by Category: Value 2013-2018
Table 2 Internet Retailing by Category: % Value Growth 2013-2018
Table 3 Internet Retailing GBO Company Shares: % Value 2014-2018
Table 4 Internet Retailing GBN Brand Shares: % Value 2015-2018
Table 5 Internet Retailing Forecasts by Category: Value 2018-2023
Table 6 Internet Retailing Forecasts by Category: % Value Growth 2018-2023
Executive Summary
Retailing in Kazakhstan Continues To Register Growth in 2018
Active Emergence of New Players in 2018
Internet Retailing Continues To Generate Higher Sales Than Overall Retailing
Modern Grocery Retailers and Certain Non-grocery Specialists Drive Retailing in Terms of Innovation
Strong Development Is Predicted Among Niche Channels
Operating Environment
Informal Retailing
Opening Hours
Summary 1 Standard Opening Hours by Channel Type
Physical Retail Landscape
Cash and Carry
Seasonality
Payments and Delivery
Emerging Business Models
Market Data
Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018
Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018
Table 9 Sales in Store-Based Retailing by Channel: Value 2013-2018
Table 10 Sales in Store-Based Retailing by Channel: % Value Growth 2013-2018

Table 11 Store-Based Retailing Outlets by Channel: Units 2013-2018
Table 12 Store-Based Retailing Outlets by Channel: % Unit Growth 2013-2018
Table 13 Sales in Non-Store Retailing by Channel: Value 2013-2018
Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018
Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018
Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018
Table 17 Sales in Non-Grocery Specialists by Channel: Value 2013-2018
Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018
Table 19 Non-Grocery Specialists Outlets by Channel: Units 2013-2018
Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018
Table 21 Retailing GBO Company Shares: % Value 2014-2018
Table 22 Retailing GBN Brand Shares: % Value 2015-2018
Table 23 Store-based Retailing GBO Company Shares: % Value 2014-2018
Table 24 Store-based Retailing GBN Brand Shares: % Value 2015-2018
Table 25 Store-based Retailing LBN Brand Shares: Outlets 2015-2018
Table 26 Non-Store Retailing GBO Company Shares: % Value 2014-2018
Table 27 Non-Store Retailing GBN Brand Shares: % Value 2015-2018
Table 28 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018
Table 29 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018
Table 30 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018
Table 31 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018
Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023
Table 33 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023
Table 34 Forecast Sales in Store-Based Retailing by Channel: Value 2018-2023
Table 35 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2018-2023
Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2018-2023
Table 37 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023
Table 38 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023
Table 39 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023
Table 40 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023
Table 41 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 42 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023

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Table 43 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2018-2023
Table 44 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023
Table 45 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2018-2023
Definitions
Sources
Summary 2 Research Sources

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