

# Mixed Retailers in Kazakhstan

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## Abstracts

Mixed retailing was one of the strongest performing channels in 2020 thanks to being mostly represented by variety stores. These outlets offer various products at low prices – something that was greatly appreciated by economically hit consumers. Furthermore, variety stores were not obliged to close during the lockdowns because they sell a small range of grocery items. This allowed in-store sales to continue throughout the pandemic.

Euromonitor International's Mixed Retailers 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:** Department Stores, Mass Merchandisers, Variety Stores, Warehouse Clubs.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Mixed Retailers 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.

## Contents

### MIXED RETAILERS IN KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand for variety stores from price sensitive consumers drives overall growth

Variety stores continue to expand to smaller towns to tap into demand from low-income consumers

Viled Fashion represents department stores with unique offer of luxury brands

#### PROSPECTS AND OPPORTUNITIES

Lower value growth than prior to COVID-19, as price sensitivity hits channels such as department stores

Overall price sensitivity of population benefits variety stores

Return of foreign visitors will underpin value growth in department stores

#### CHANNEL DATA

Table 1 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 2 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 4 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 5 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 6 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 7 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 8 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 9 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 10 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 11 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 12 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 13 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 14 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 15 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 16 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

### RETAILING IN KAZAKHSTAN

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Continued optimisation of selling space

E-commerce continues to see strong growth thanks to demand for convenience and increasing penetration of smartphones

Protests and strikes in Kazakhstan may somewhat restrict retailing outlet numbers

What next for retailing?

## OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Back to School

New Year

Women's Day

Payments

Delivery and collections

Emerging business models

## MARKET DATA

Table 17 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 18 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 19 Sales in Store-Based Retailing by Channel: Value 2016-2021

Table 20 Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021

Table 21 Store-Based Retailing Outlets by Channel: Units 2016-2021

Table 22 Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 23 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 24 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 25 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 26 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 28 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 29 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 30 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 31 Retailing GBO Company Shares: % Value 2017-2021

Table 32 Retailing GBN Brand Shares: % Value 2018-2021

Table 33 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 36 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 37 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 38 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 39 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 40 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 41 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 42 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 43 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 44 Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026

Table 45 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026

Table 46 Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026

Table 47 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 48 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 49 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 50 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 51 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 52 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 53 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 54 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 55 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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