

Mobile E-Commerce (Goods) in Kazakhstan

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Abstracts

In less developed countries like Kazakhstan, smartphones tend to be the main connected device amongst consumers. Thus, with the trend for purchasing online rising, mobile e-commerce is the preferred choice. This is boosting the importance of mobile e-commerce development in the country. The penetration of mobile e-commerce has also accelerated due to the increasing offer of mobile apps for all kinds of services. Now that consumers have become accustomed to using mobile apps for a variety of need...

Euromonitor International's Mobile E-Commerce (Goods) 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.

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

Why buy this report?

Get a detailed picture of the Mobile E-Commerce (Goods) 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

MOBILE E-COMMERCE (GOODS) IN KAZAKHSTAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mobile-e-commerce booms thanks to high penetration and use of smartphones

Convenience is the main factor encouraging consumers to use mobile e-commerce

Mobile apps proving to be more valuable than mobile-friendly websites

PROSPECTS AND OPPORTUNITIES

Double-digit value growth expected as consumers seek convenience

Mobile e-commerce players focus on customer experience

International competition pushes local companies to improve service

CHANNEL DATA

Table 1 Mobile E-Commerce (Goods): Value 2016-2021

Table 2 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 Mobile E-Commerce (Goods) Forecasts: % Value 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 5 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
- Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
- Table 7 Sales in Store-Based Retailing by Channel: Value 2016-2021
- Table 8 Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021
- Table 9 Store-Based Retailing Outlets by Channel: Units 2016-2021
- Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021
- Table 11 Sales in Non-Store Retailing by Channel: Value 2016-2021
- Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
- Table 13 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 15 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 16 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 17 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 18 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 19 Retailing GBO Company Shares: % Value 2017-2021
- Table 20 Retailing GBN Brand Shares: % Value 2018-2021
- Table 21 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 22 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 23 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 24 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 25 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 26 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 27 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 28 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 29 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 30 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 32 Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026
- Table 33 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026
- Table 34 Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026
- Table 35 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 36 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 37 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 38 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space:
% Growth 2021-2026

Table 40 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 41 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth
2021-2026

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth
2021-2026

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SOURCES

Summary 2 Research Sources

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