

# Mobile E-Commerce in Kazakhstan

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## Abstracts

Value sales of mobile e-commerce more than doubled in 2020, as a result of COVID-19 and consumers' wish to avoid physically visiting shops. The increase in value sales was also driven by the increased use of smartphone for various services such as public services, including COVID-19 alerts in 2020, as well as for other services such as entertainment. With consumers increasingly using smartphones, making payments is just one further step. Almost all online stores have a mobile interface and consum...

Euromonitor International's Mobile E-Commerce 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 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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