

# Mobile Internet Retailing in Kazakhstan

<https://marketpublishers.com/r/M68E3746B54EN.html>

Date: March 2019

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: M68E3746B54EN

## Abstracts

Digitalisation in Kazakhstan continued to be a strong trend in 2018. Many internet retailers are starting to offer mobile applications, which with the help of new technologies, and synchronisation of smartphones' data, allows retailers to personalise their service to target certain consumer segments. The importance of using mobile applications that can use that data and translate it into a personalisation experience is high.

Euromonitor International's Mobile 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.

**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 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.

## Contents

Headlines

Prospects

Mobile Applications Allow Personalisation and Targeting of Certain Consumer Segments

Traffic Congestion To Support Channel's Development

Benefits of Mobile Internet Retailing That Attract Kazakhstani Consumers

Competitive Landscape

Emergence of Mobile Apps in Other Markets Drive Development of Mobile Applications in Retailing

Opportunity for Retailers To Offer Example of Their Quality

Possibility of Cooperation Between Internet Retailers and Other Companies

Channel Data

Table 1 Mobile Internet Retailing: Value 2013-2018

Table 2 Mobile Internet Retailing: % Value Growth 2013-2018

Table 3 Mobile Internet Retailing Forecasts: Value 2018-2023

Table 4 Mobile Internet Retailing Forecasts: % 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 5 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018

Table 7 Sales in Store-Based Retailing by Channel: Value 2013-2018

Table 8 Sales in Store-Based Retailing by Channel: % Value Growth 2013-2018

- Table 9 Store-Based Retailing Outlets by Channel: Units 2013-2018
- Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2013-2018
- Table 11 Sales in Non-Store Retailing by Channel: Value 2013-2018
- Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018
- Table 13 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018
- Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018
- Table 15 Sales in Non-Grocery Specialists by Channel: Value 2013-2018
- Table 16 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018
- Table 17 Non-Grocery Specialists Outlets by Channel: Units 2013-2018
- Table 18 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018
- Table 19 Retailing GBO Company Shares: % Value 2014-2018
- Table 20 Retailing GBN Brand Shares: % Value 2015-2018
- Table 21 Store-based Retailing GBO Company Shares: % Value 2014-2018
- Table 22 Store-based Retailing GBN Brand Shares: % Value 2015-2018
- Table 23 Store-based Retailing LBN Brand Shares: Outlets 2015-2018
- Table 24 Non-Store Retailing GBO Company Shares: % Value 2014-2018
- Table 25 Non-Store Retailing GBN Brand Shares: % Value 2015-2018
- Table 26 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018
- Table 27 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018
- Table 28 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018
- Table 29 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018
- Table 30 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023
- Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023
- Table 32 Forecast Sales in Store-Based Retailing by Channel: Value 2018-2023
- Table 33 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2018-2023
- Table 34 Forecast Store-Based Retailing Outlets by Channel: Units 2018-2023
- Table 35 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023
- Table 36 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023
- Table 37 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023
- Table 38 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023
- Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 40 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023

Table 41 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth  
2018-2023

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth  
2018-2023

Definitions

Sources

Summary 2 Research Sources

## I would like to order

Product name: Mobile Internet Retailing in Kazakhstan

Product link: <https://marketpublishers.com/r/M68E3746B54EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M68E3746B54EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970