



# **Webinář**

# **E - Commerce**

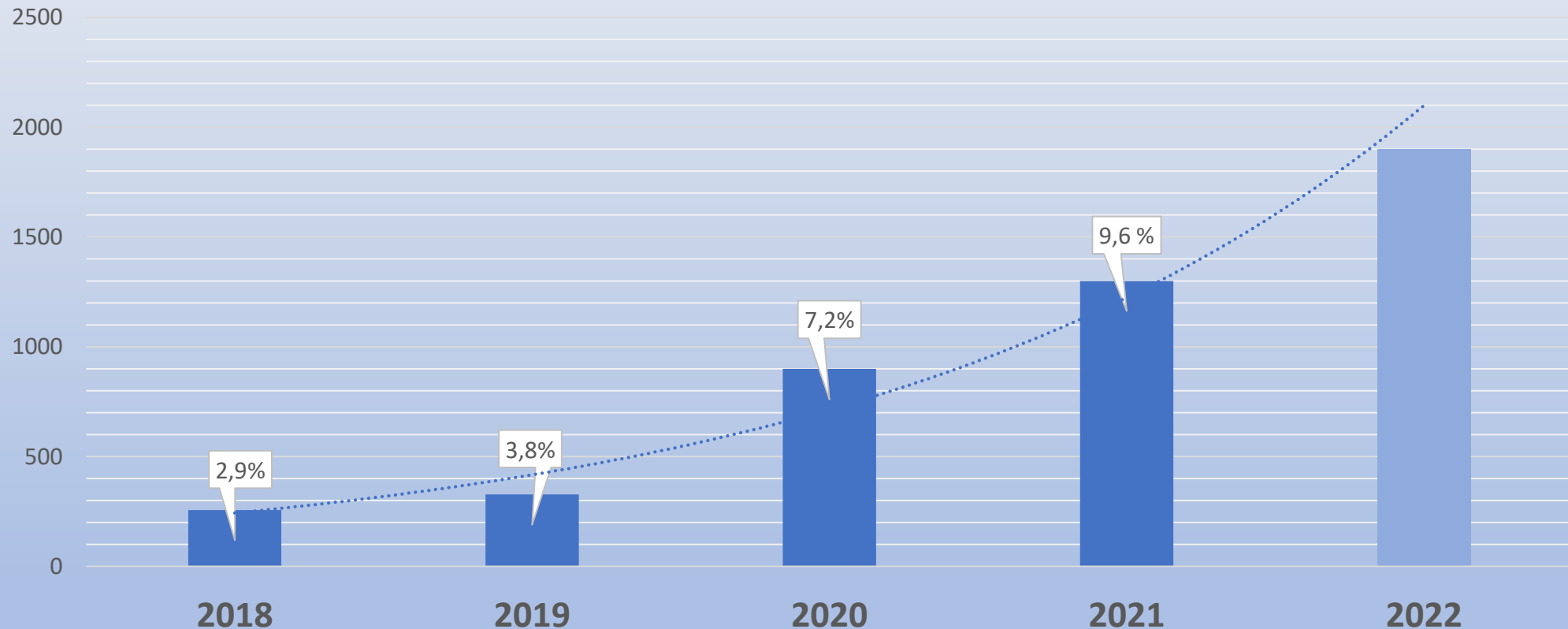
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v Kazachstánu

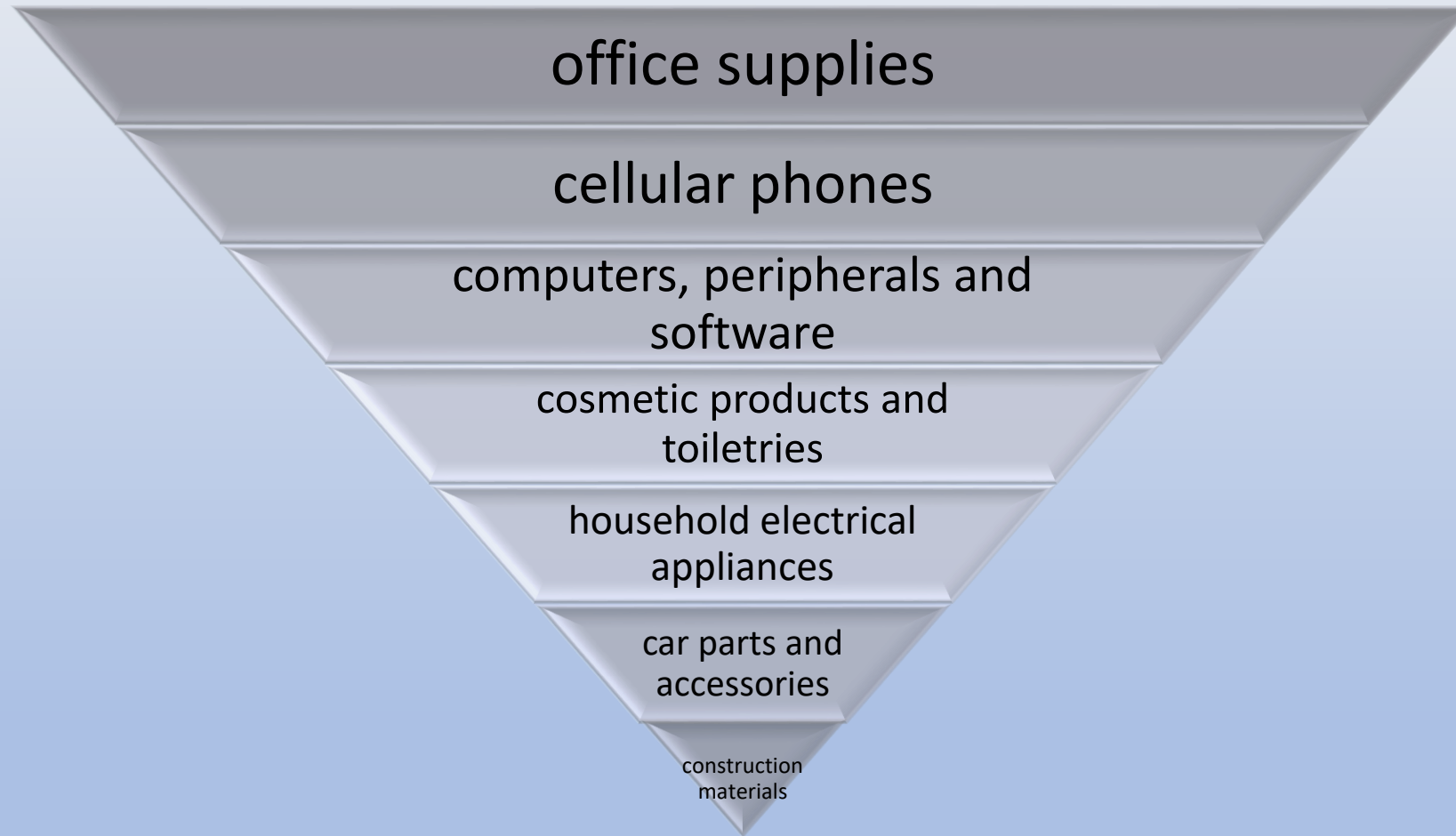
# Retail E-commerce sales in Kazakhstan 2018-2022

billion KZT



- The COVID 19 pandemic has accelerated the growth of e-commerce in Kazakhstan;
- Significant increase in the volume of e-commerce is observed both in the B2C and B2B segments;
- The share of e-sales in the total volume of trade still does not exceed 10%.

# Top 7 E-commerce products



► agricultural products, including the food industry, are not a part of top 7

# Marketplaces (domestic + foreign)



# Features of E-commerce in Kazakhstan

- Over the past 3 years, the level of increase in e-commerce in the country is higher than the global average (70% vs 20%);
- To date, Kazakhstan's e-commerce market is concentrated in large cities. Regions are noticeably lagging behind in terms of Internet penetration, and, secondly, in the geographical conditions of Kazakhstan, the issue of delivery is becoming one of the most pressing;
- One of the main drivers of the development of electronic commerce is the increase of the number of domestic entrepreneurs trading on international electronic platforms (Amazon, eBay, Ozon as of May 2021, and Alibaba);

# Features of E-commerce in Kazakhstan

- E-commerce enterprises in Kazakhstan are exempt from income tax until 2023 (to do this, the business must meet several conditions at once);
- Involvement of local banks in creating their own Marketplace;
- The increasing availability of smartphones and constantly improving applications of e-commerce market players contribute to a high percentage of online purchases from mobile devices ( $\geq 90\%$ );
- Consumer habits formed during quarantine restrictions in 2020 have become a part of consumer culture.

# Kontaktní informace

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