



Global E-Commerce Intelligence
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SAMPLE REPORT
**KAZAKHSTAN B2C E-COMMERCE
AND PAYMENT MARKET 2020 & COVID-19'S IMPACT**
PUBLICATION DATE: AUGUST 2020

PREFACE

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GENERAL METHODOLOGY OF MARKET REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT REPORT



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Report Coverage

- The report covers the impact of the coronavirus (COVID-19) pandemic on E-Commerce and online payments in Kazakhstan.

Report Structure

- The report starts with an overview, highlighting the overall impact of COVID-19 on E-Commerce development in the respective country.
- Next, the “Sales & Shares” section covers the development of E-Commerce prior to the outbreak.
- Afterwards, the section “Products & Verticals” shows the leading product categories purchased online before and during the pandemic and COVID-19’s impact on selected online verticals such as food delivery.
- The “Trends” section highlights the online shopping trends, such as M-Commerce and cross-border.
- The next section, “Payment”, covers the payment methods most used by online shoppers before the outbreak, and the impact of the pandemic on online payment volume.
- The “Delivery” section provides information related to delivery in E-Commerce.
- Finally, the “Players” section includes information about the leading E-Commerce companies in the country and the impact of the Coronavirus.

DEFINITIONS

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The following expressions and definitions are used in this market report*:

- **COVID-19 / CORONAVIRUS**

An infectious disease triggered by an intense acute respiratory sickness. COVID-19 was first identified at the end of 2019 in Wuhan, China, and spread worldwide, becoming known as the coronavirus pandemic.
- **B2C E-COMMERCE**

The sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **E-COMMERCE SALES**

The total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **ONLINE PAYMENT**

Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **ONLINE SHOPPERS**

The total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **M-COMMERCE**

M-Commerce, also called "Mobile Commerce", means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **CROSS-BORDER B2C E-COMMERCE**

The sale of goods (and services) directly to consumers in other countries, with orders made online through foreign online shops and delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country's borders.
- **E-COMMERCE MARKETPLACE**

Platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **ONLINE CLASSIFIEDS**

An online platform, where both consumers and businesses can publish small advertisements about the sale of goods and services.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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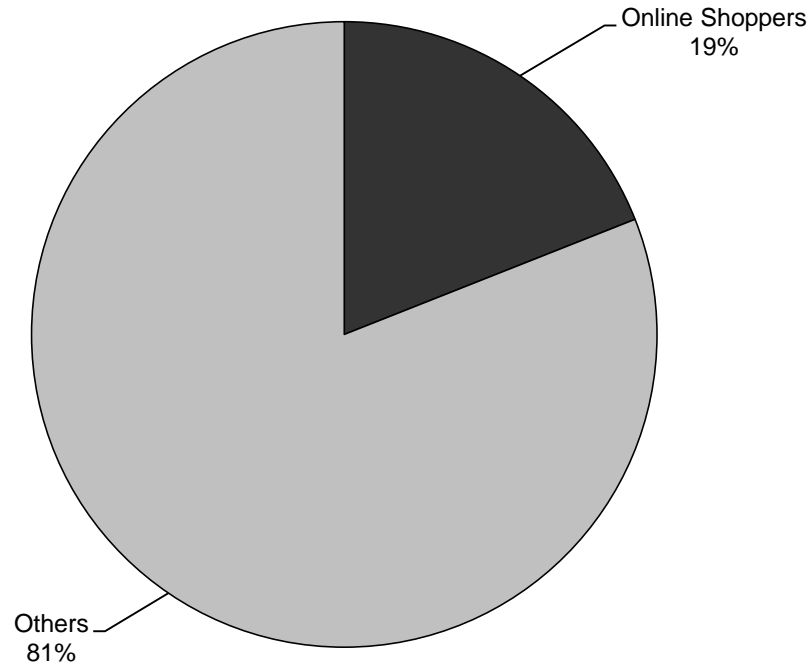
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Before the onset of the pandemic, the share of Internet users in Kazakhstan making purchases online reached 19% in 2019.

Kazakhstan: Online Shopper Penetration, in % of Internet Users, 2019



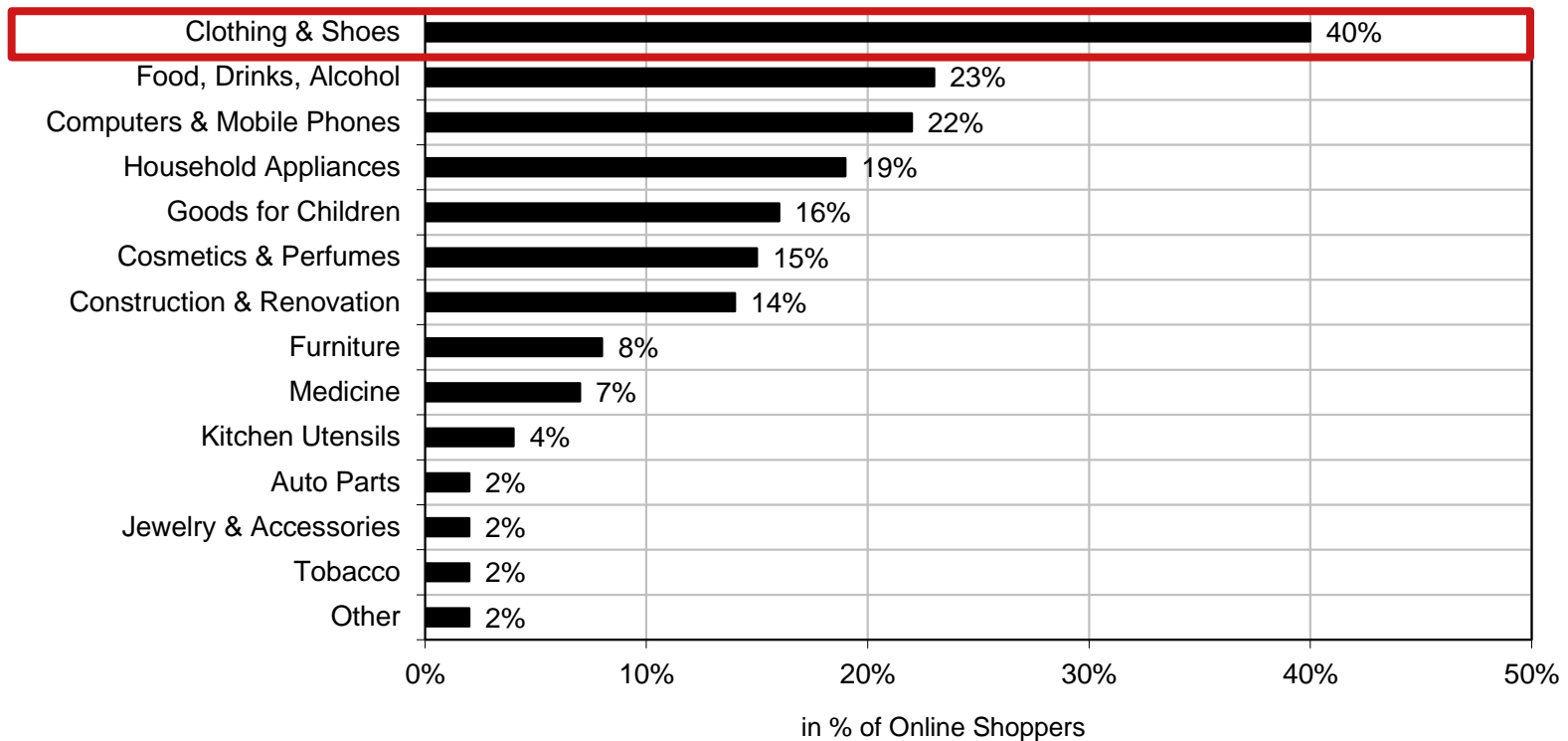
Note: ages 6-74

Definition: Internet users who purchased or ordered goods or services online

Source: Ministry of National Economy of the Republic of Kazakhstan, Statistics Committee, 2020

“Clothing & shoes” remained the top product category bought online in Kazakhstan amid COVID-19, purchased by 40% of shoppers as of May.

Kazakhstan: Product Categories Purchased Online During COVID-19, in % of Online Shoppers, May 2020



Note: does not add up to 100% due to multiple answers possible; refers to the purchases made in March-May 2020
Survey: based on a survey of working age population in 17 major cities, conducted in May 2020; the number of respondents was not revealed
Source: Alvin Market cited by 365Info, June 2020



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