

Non-Grocery Retailers in Kazakhstan

March 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slight increase in constant value sales, despite high inflation

Apparel and footwear performs strongly

E-commerce continues to grow at pace

PROSPECTS AND OPPORTUNITIES

Price sensitivity influences shopping behaviour over forecast period

Consumers increasingly environmentally conscious

Digital space increasingly used as a showcase

CHANNEL DATA

Table 1 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 2 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 4 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 5 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 6 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 8 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 9 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 10 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 11 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Retail in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 14 - Sales in Retail Offline by Channel: Value 2017-2022

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 16 - Retail Offline Outlets by Channel: Units 2017-2022

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 18 - Retail GBO Company Shares: % Value 2018-2022

Table 19 - Retail GBN Brand Shares: % Value 2019-2022

Table 20 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 21 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 22 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 23 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 24 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 25 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 26 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 27 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 28 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 29 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 30 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/non-grocery-retailers-in-kazakhstan/report.