Euromonitor International

Retail in Central Asia and the Caucasus: Three Key Trends for 2026

August 2026

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Central Asia and the Caucasus: Overview

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Retail e-commerce leads growth while other retail channels show market-specific opportunities

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THREE KEY RETAIL TRENDS

Improving digital payments and logistics investments are accelerating everyday e-commerce

Urbanisation and local retail leaders are driving modern grocery growth despite the continuing importance of traditional bazaars

Beauty and wellness continue to anchor direct selling growth through social commerce

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