



Capital
Erevan

Population
2.9M

Time zone
GMT +4

Currency
AMD 
Armenian Dram

ARMENIA

Top E-commerce Industries



Hobby & Leisure
(24%)



Electronics
(21.2%)



Fashion
(16.7%)

Top 20 Websites include

Google, YouTube, Yandex, Facebook, Wikipedia, Instagram, VK, List.am, Wildberries, Mail.ru, Atlassian, ChatGPT, News.am, VBet, Telegram, Tert.am, PanARMENIAN, 1in.am, 7or.am

Top Content Categories



News & Media
6 out of top fifty are News & Media platforms. That's 4.4 million search website visits per month.

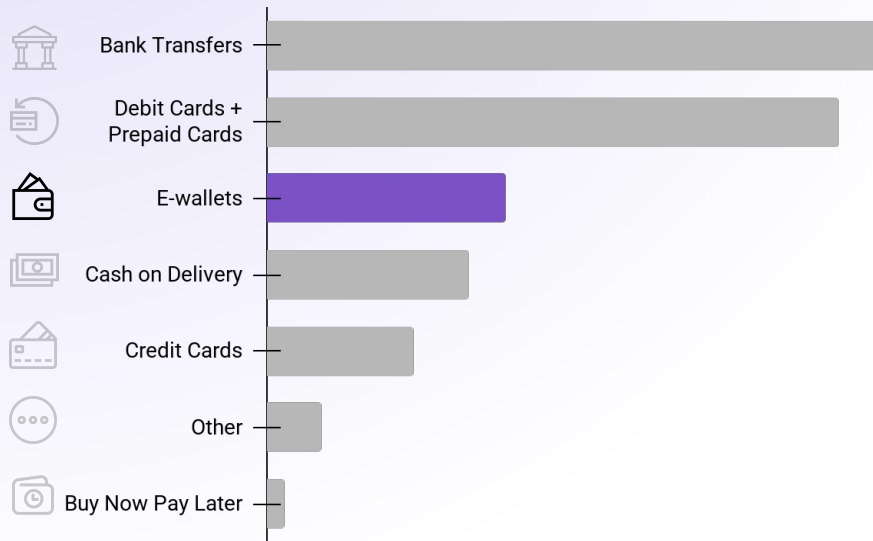


Sports betting
3 out of top fifty are Sports Streaming/Betting websites. That's 1.6 million search website visits per month.



PAYMENTS METHODS. ARMENIA

Popularity of e-commerce payment methods



Market Projection

21.6%

Annual CAGR growth rate during 2025-2030

\$5.4B

Anticipated total Digital Payments transaction value in 2030 compared to current **\$2B**

sources: Statista, May, 2024
CBA, June, 2024





LPM ADOPTION. ARMENIA



Method	Easypay
Type	E-wallet
Category	Wallet
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	Most Armenian financial institutions, supports international money transfers, major bank cards

Launched in 2017, Easywallet is a digital wallet offering over 800 services including utility, medical, insurance, internet, TV, mobile bill payments, and loan repayments.

Reasons for Popularity



Wide Network of Payment Kiosks: EasyPay has over 3900 to 4000 payment kiosks installed across Armenia and Artsakh, located in public places such as parks, bus stations, pavements, state institutions, restaurants, and entertainment venues



Easywallet supports international money transfers and integration with major bank cards (Visa, Mastercard, Amex, etc.)



Partnerships and Services Expansion: EasyPay collaborates with practically all Armenian financial institutions. Features like EasyGarage consolidate car-related payments, allowing user to monitor road fines, penalties and make payments.



Modern Solutions: EasyWallet rewards users with cashback and special offers in form of EasyCoins, which can be changed to dram.



1.5M+ users
(50% of population)



LPM ADOPTION. ARMENIA





TELCELL
WALLET



Method	Telcell
Type	E-wallet
Category	Wallet
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	4000+ merchants, 450 communication operators and various service providers

Telcell was the first company in Armenia to create an extensive network of self-service payment terminals, launching in 2007 and quickly expanding across all regions.

Reasons for Popularity

-  **Comprehensive Ecosystem:** The company offers a wide range of services, including utility bill payments, money transfers, card-to-card transfers, online payments, QR code payments, and digital Visa cards
-  **Extensive Network:** With over 4,500 terminals and partnerships with more than 600 service providers, Telcell covers almost every corner of Armenia, including Artsakh
-  **Integration with Public Transport:** Telcell's collaboration with Yerevan Municipality has enabled the purchase of public transport QR tickets via the Telcell Wallet app and terminals
-  **Innovative Loyalty Program:** The BON points system rewards users for transactions and activities within the app, which can be exchanged for products and services in the BON Market



900K+ users
1.5M daily engagements