



Capital
Baku

Population
10.6M

Time zone
GMT +4

Currency
AZN ₼
Azerbaijan Manat

AZERBAIJAN

Top E-commerce Industries



Hobby & Leisure
(24%)



Electronics (21.5%)



Fashion
(17%)

Top 20 Websites include

Google, YouTube, ChatGPT, WhatsApp, Instagram, Facebook, Telegram, Yandex, Wikipedia, LinkedIn, TikTok, OpenAI, Tap.az, Mail.ru, login.gov.az, X, Oxu.az, Turbo.az, MSN

Top Content Categories



Humor & Entertainment
7 out of top fifty are Humor & Entertainment platforms. That's 4.1 million search website visits per month.

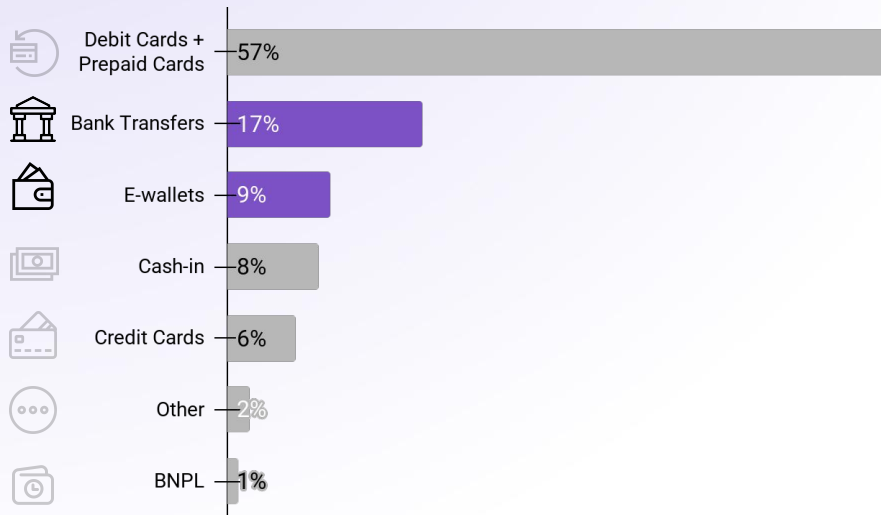


Education
5 out of top fifty are Education-related platforms. That's 2.3 million search website visits per month.



PAYMENTS METHODS. AZERBAIJAN

Popularity of e-commerce payment methods



Market Projection

18.9%

Annual CAGR growth rate during
2024-2028

\$16B

Anticipated total Digital Payments
transaction value in 2030 compared to
current **\$6.8**

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





LPM ADOPTION. AZERBAIJAN



| Method | m10 |
|---------------------|---|
| Type | E-wallet |
| Category | Wallet |
| Payments | Yes |
| Disbursements | No |
| Authorization speed | Instant |
| Refunds | Yes |
| Available with | 20K+ points of sale across Azerbaijan, including cafes, restaurants, supermarkets, and public transport |

m10 is a digital wallet and mobile payment system widely used in Azerbaijan, launched by the local fintech company PashaPay in 2022.

Reasons for Popularity



Versatility: Users can pay utility bills, top up mobile balances, pay for public transport (metro and bus), and transfer money instantly—both to other m10 users and to any Azerbaijani bank card, often without commission



Integration with Public Transport: Purchasing QR tickets for public transport is quick and easy, with instant refunds if the ticket is unused



2.5M+ app downloads