



Capital  
**Tbilisi**

Population  
**3.7M**

Time zone  
**GMT +4**

Currency  
**GEL**  
Georgian Lari

# GEORGIA

## Top E-commerce Industries



**Hobby & Leisure**  
(24%)



**Electronics**  
(21.3%)



**Fashion**  
(16.8%)

## Top 20 Websites include

Google, YouTube, Yandex, Facebook, Instagram, Wikipedia, Telegram, Netgazeti, lmedi.ge, 1tv.ge, Extra.ge, Ambebi.ge, Nova.ge, On.ge, Mail.ru, ChatGPT, GitHub, Pinterest, Speedtest.net, LinkedIn

## Top Content Categories



**News & Media**  
6 out of top fifty are News & Media platforms. That's 3.2 million search website visits per month.

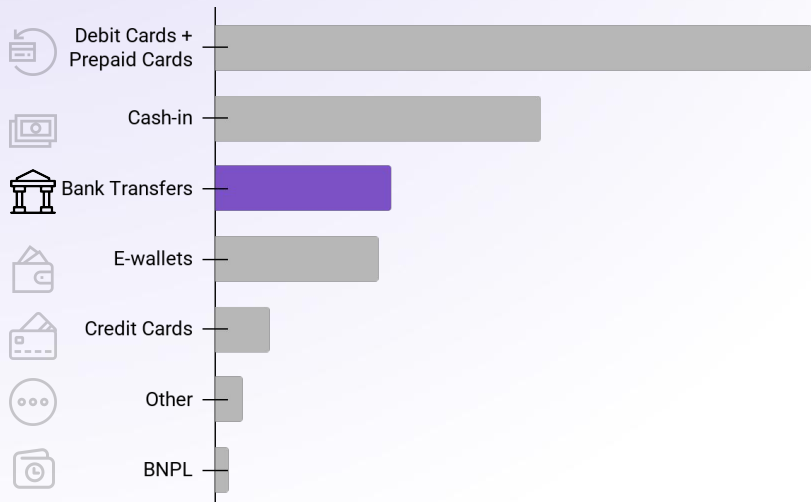


**Sports betting**  
2 out of top fifty are Sports Streaming and Betting sites. That's 1.0 million visits per month.



# PAYMENTS METHODS. GEORGIA

## Popularity of e-commerce payment methods



## Market Projection

26.8%

Annual CAGR growth rate of Digital Payments during 2024-2028

\$2.7B

Anticipated Digital Payments transaction value in 2028 **compared to current \$1B**

sources: Statista, Dec 2024





# LPM ADOPTION. GEORGIA



Method	Bank Transfers
Type	Bank Transfer
Category	Bank
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, government payments, invoice payments

Bank transfers in Georgia are a secure, fast, and widely used method to move money domestically and internationally, supported by modern digital banking platforms and specialized transfer services.

## Reasons for Popularity



Rising account ownership, increased digital financial literacy, and trust in formal banking



Real-time interbank transfers 24/7



Large remittance inflow: more than 66% of remittances in Georgia are now handled through formal financial channels



**3M+** active users  
(~80% of adults)

**10M+** app downloads