



Capital
Astana


Population
19.6M


Time zone
GMT +5


Currency
KZT ₸
Kazakhstani Tenge

KAZAKHSTAN

Top e-commerce industries

 **Hobby & Leisure**
(23.0%)

 **Electronics**
(22.3%)

 **Fashion**
(18.1%)

Top 20 Websites include

Google, Facebook, Youtube, Yandex, Wikipedia, Rezka, VK, Instagram, Tengrinews, Kinogo, Kundelik, TikTok, Kinobar, Zakon, WhatsApp, Gismeteo, Kaspi, Seasonvar, Wildberries, Weather

Top Categories

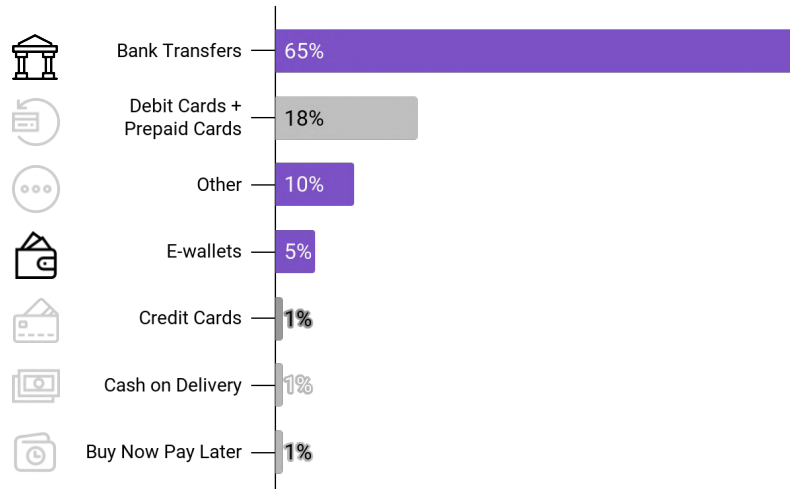
 **Social media & messaging**
5 out of top twenty are E-Commerce websites.

 **E-commerce**
2 out of top twenty are E-Commerce websites.



PAYMENTS METHODS. KAZAKHSTAN

Popularity of e-commerce payment methods



Market Projection

23.4%

Annual CAGR growth rate of Digital Payments during 2024-2029

\$71.6B

Anticipated Digital Payments transaction value in 2029 compared to current 25.0\$

sources: Statista, Oct 2024



LPM ADOPTION. KAZAKHSTAN



Method	Kaspi
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	No
Available with	Bill payments, marketplace, fintech, P2P payments, mobile commerce

Kaspi is a leading digital payment system in Kazakhstan, integrated within the [Kaspi.kz](#) ecosystem, which also includes marketplace and fintech services. Kaspi processes about two-thirds of total cashless transactions in Kazakhstan, more than Mastercard and Visa combined, highlighting its dominant position in the market.

Reasons for Popularity

- User Engagement:** The platform has achieved high levels of user engagement, with an average of 71 transactions per active consumer per month. This frequent interaction fosters loyalty and increases the likelihood of cross-selling additional services
- Merchant Onboarding:** The rapid growth of merchant partnerships is notable, with over 485,000 active merchants onboarded by early 2024
- Innovative Features:** Kaspi Pay offers several innovative features such as mobile POS systems, remote payment options, and instant invoicing, and services, such as Kaspi Travel and e-Grocer. These tools not only enhance convenience for users but also attract new merchants looking to streamline their payment processes



>13.5M Users






LPM ADOPTION. KAZAKHSTAN



Method	DCB
Type	Direct Carrier Charge
Category	Direct Carrier Billing
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	No
Available with	App stores, streaming services, gaming platforms, e-commerce

Direct Carrier Billing (DCB) is a mobile payment method that allows users to charge purchases directly to their mobile phone bills, providing a convenient alternative to traditional payment methods like credit cards. In Kazakhstan, major telecom operators such as Aktiv, Kcell, Beeline, and Tele2 have adopted DCB to enhance user experience and expand payment options for digital goods and services.

Reasons for Popularity

-  **Accessibility:** With many individuals unbanked or underbanked, DCB provides an essential payment solution that allows access to digital goods and service
-  **Growing Digital Economy:** The rise of digital consumption—particularly in gaming and streaming—has fueled the adoption of DCB as a preferred payment method due to its ease of use and security
-  **Convenience:** Users can pay for various services, including digital content, apps, and subscriptions, with a simple SMS confirmation process



11M Users




LPM ADOPTION. KAZAKHSTAN



Method	QIWI
Type	E-wallet
Category	Wallet
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	No
Available with	900+ suppliers of goods and services, including e-commerce, gaming services

QIWI Wallet is a prominent electronic payment service in Kazakhstan, part of the broader QIWI payment system, which operates across several countries. It provides users with a convenient platform for making payments and transferring money, leveraging a network of physical kiosks and online services.

Reasons for Popularity

-  **User-Friendly Interface:** The QIWI Wallet app is designed for ease of use, enabling quick transactions and money transfers using only phone number. Convenience to make various payments, including utility bills, mobile top-ups, online purchases, and money transfers, all from a single platform
-  **Accessibility:** QIWI has established a robust infrastructure with over 30,000 payment points in Kazakhstan, making it easy for users to access services both online and through physical kiosks. A solution to individuals who may not have access to traditional banking services
-  **Innovative Features:** The introduction of virtual cards and partnerships with major financial institutions enhances user experience. For instance, QIWI was among the first to offer virtual cards in collaboration with Visa, allowing for secure online transactions



2M Users