



Capital
Bishkek

Population
7M

Time zone
GMT +6

Currency
KGS C
Kyrgystani Som

KYRGYZSTAN

Top e-commerce industries



Electronics
(22.8%)



Hobby & Leisure
(22.1%)



Fashion
(18.3%)

Top 20 Websites include

Wikipedia, YouTube, WhatsApp, Gismeteo, Google Play, Instagram, Kinopoisk, Mail.ru, Sports.ru, Championat, Pinterest, Lalafo, VK, OK.ru, Google Translate, _2GIS, Akchabar, Soccer365, Apple, Terrikon

Top Categories



Streaming platforms

3 out of top fifty are Streaming Platforms. That's 800 search website per month.

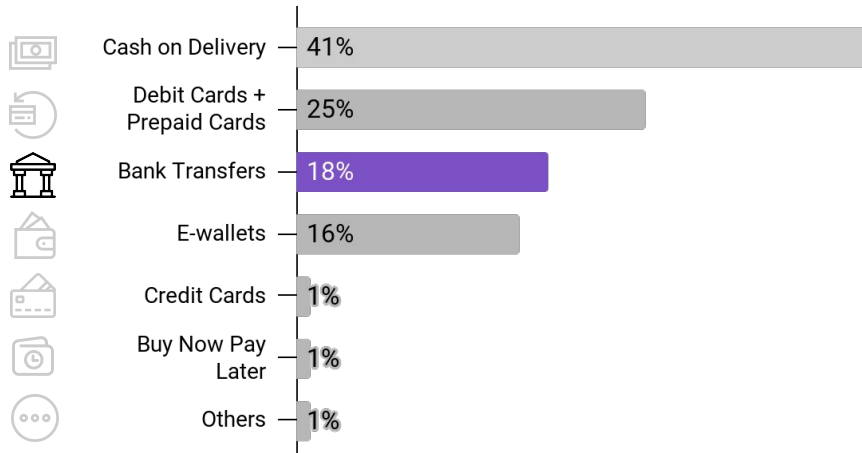


Sports News & Betting

4 out of top fifty are Sports news & Betting websites. That's 1M search website per month.

PAYMENTS METHODS. KYRGYZSTAN

Popularity of e-commerce payment methods



Market Projection

Kyrgyzstan has a significant number of citizens working abroad and sending remittances back home.

23.7%

Annual CAGR growth rate of Digital Payments during 2024-2029

\$2.6B

Anticipated Digital Payments transaction value in 2029 compared to current \$1.1B

sources: Statista, May 2024






LPM ADOPTION. KYRGYZSTAN

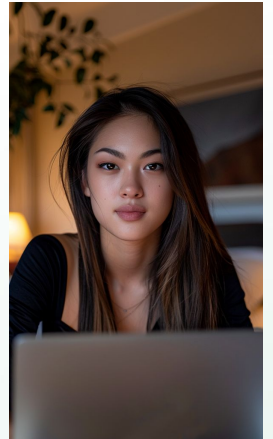


Method	ELQR
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	500 businesses & financial institutions

ELQR is a national payment system in Kyrgyzstan that utilizes QR codes for secure and convenient financial transactions. Launched in May 2022, it allows users to send money from their online banking applications directly to any other bank or payment system within the country by scanning a QR code. This system has rapidly gained traction, becoming a central part of the digital transformation of financial services in Kyrgyzstan

Reasons for Popularity

-  **Government Support and Infrastructure Development:** The Kyrgyz government, alongside the Interbank Processing Center (MPC), has actively promoted the adoption of cashless payment systems as part of broader economic modernization efforts
-  **Support from Financial Institutions:** A wide range of banks and payment services support ELQR, enhancing its usability across different platforms
-  **Technological Integration:** ELQR's foundation on QR code technology simplifies transactions, allowing users to complete payments in just a few steps



1M Users
10M+ transactions
 in 2023