



Capital
Tashkent




Population
36.5M

Time zone
GMT +5

Currency
UZS (So'm)
Uzbekistani Som

UZBEKISTAN




Top E-commerce Industries

-  **Hobby & Leisure**
(21.1%)
-  **Electronics**
(23.4%)
-  **Fashion**
(21.0%)

Top 20 Websites include

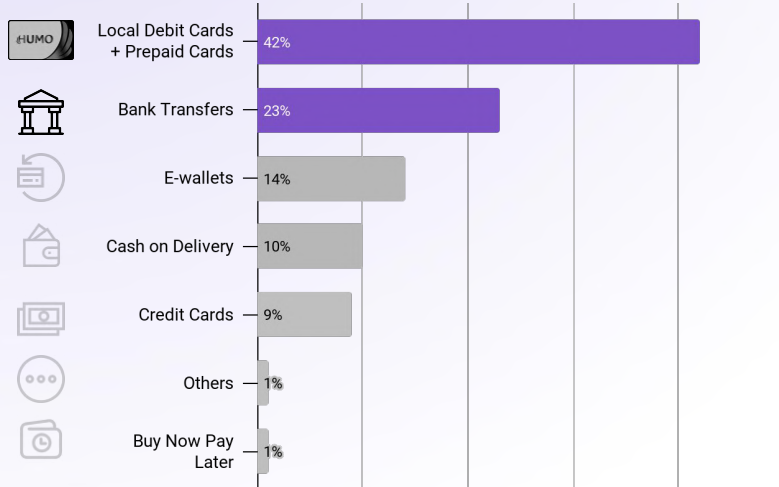
Google, Youtube, Yandex, ChatGPT, Instagram, Mail, MSN, VK, Emaktab, Facebook, Telegram, OLX, Wikipedia, GitHub, Egov, Soliq, Gov.uz, Didox, Uzum, Twitch

Top Content Categories

-  **Online Shopping**
2 out of top fifty are e-commerce Platforms. That's 2.6 M search website per month.
-  **Sports & Betting**
1 out of top fifty are Sports Streaming/Betting websites. That's 1.1 million search website per month.
-  **Pharmacy**
3 out of top fifty are Pharmacy websites. That's 1.2M search website per month.

PAYMENTS METHODS. UZBEKISTAN

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 \$25.0B

sources: Statista, Oct 2024



LPM ADOPTION. UZBEKISTAN



Method	HUMO
Type	Local Card Scheme
Category	Card
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, government payments, invoice payments

HUMO launched in 2019, focusing on modernizing card payments with features like contactless transactions and QR code support, integrating with Google Pay and mobile wallets for digital payments.

Reasons for Popularity



In 2023 34.3% of the P2P payments were carried out through Humo



Integration with Local Infrastructure: The system is widely accepted across Uzbekistan, including rural areas where international cards or global players like Apple Pay or Google Pay may not be as prevalent



Comprehensive Services: HUMO provides a wide range of services beyond basic payments, including bill payments, fund transfers, and access to ATMs



Collaboration with International Payment Systems: The collaboration with Visa, MasterCard, and UnionPay allows HUMO cardholders to conduct transactions abroad using their HUMO cards



30M Cards issued
184k POS terminals



LPM ADOPTION. UZBEKISTAN



Method	UZCARD
Type	Local Card Scheme
Category	Card
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, government payments, invoice payments

UZCARD is Uzbekistan's incumbent payment system launched in 2004, offering card-based payments for both in-store and online transactions, with support for QR codes, Google Pay and mobile wallets.

Reasons for Popularity



In 2023 65.7% of the P2P payments were carried out through UZCARD



Competitive Fees: Compared to international payment systems like Visa and Mastercard, UZCARD offers lower fees for card issuance and transactions, making it more attractive to users



Widespread Acceptance: UZCARD is widely accepted across various merchants and service providers throughout Uzbekistan, particularly in rural areas where international cards may not be as commonly used



Integration with Local Services: UZCARD is integrated with numerous local payment services and platforms that allow users to perform various transactions such as bill payments and money transfers easily



18M Cards issued
170k POS terminals




LPM ADOPTION. UZBEKISTAN



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

Uzum is an Uzbek superapp combining e-commerce, fintech and banking services for individuals and small and medium-sized enterprises. It is recognized as the largest e-commerce platform in Uzbekistan by user count and order volume, with an estimated turnover of around \$150 million. The platform has achieved over 13.5 million downloads in 2023, making it one of the most downloaded apps in the country.

Reasons for Popularity

-  **Rapid Growth and Brand Recognition:** The brand is widely recognized, with surveys indicating that about 80% of residents are familiar with Uzum, and 72% consider it their primary choice for online shopping.
-  **User-Friendly Features:** Uzum offers features such as a buy-now-pay-later (BNPL) scheme that has gained traction, with nearly half of its transactions utilizing this service. This flexibility in payment options appeals to consumers looking for convenience.
-  **Government Support and Digital Initiatives:** The Uzbek government has been promoting digitalization across various sectors, which has contributed to the growth of platforms like Uzum that facilitate online commerce and financial services.



10M Active users