



**BUREAU OF NATIONAL STATISTICS  
AGENCY FOR STRATEGIC PLANNING AND REFORMS OF THE  
REPUBLIC OF KAZAKHSTAN**

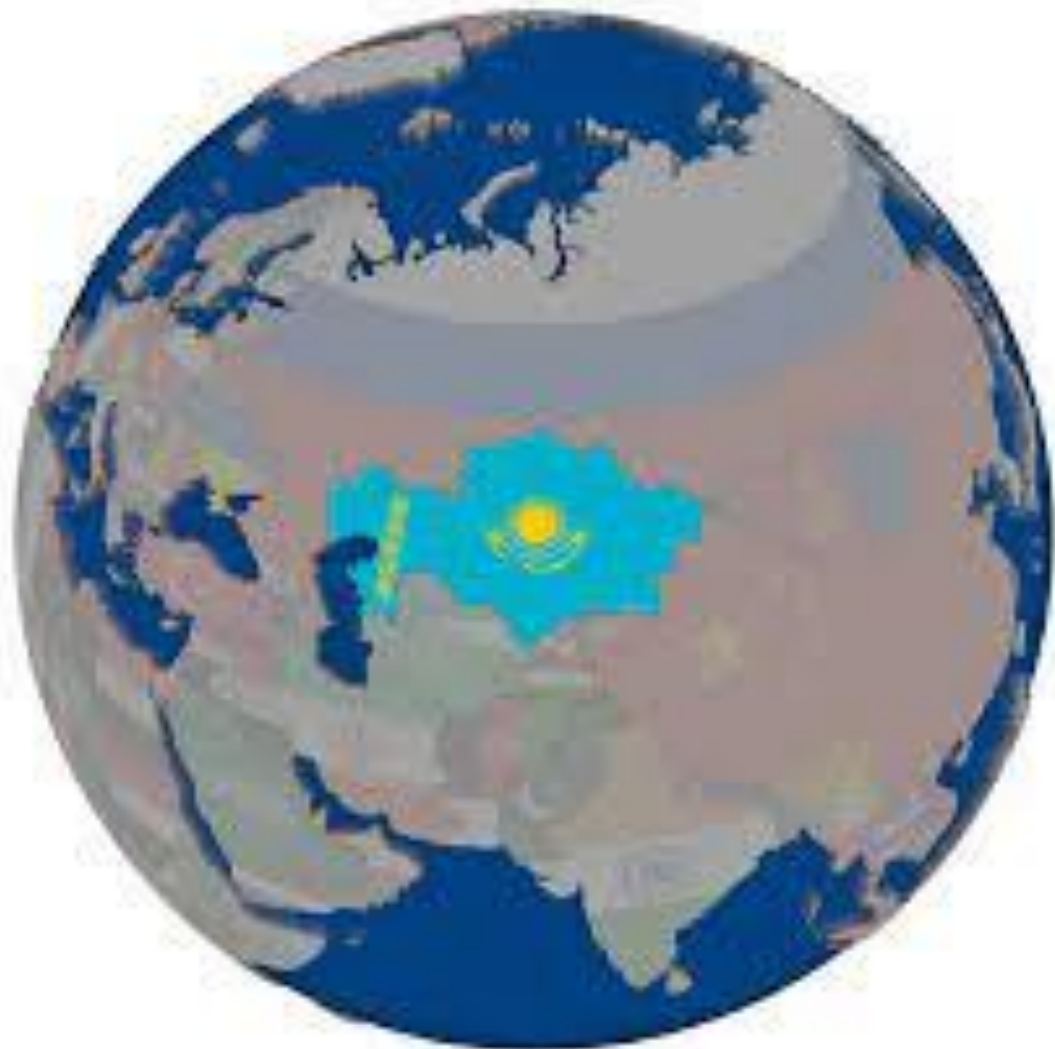
# ICT and e-commerce statistics in Republic of Kazakhstan

Geneva, 2025





# REPUBLIC OF KAZAKHSTAN



## Territory:

2.7 million square kilometers  
*9<sup>th</sup> place in the World, the largest country in Central Asia*

## Population size:

20.4 million people



97,1%

Households with Internet access



88,7%

Frequency of Internet use over the past three months



28,5%

The share of users who made a purchase (order) via the Internet



53,8%

Payment by bank cards via the Internet



78,0%

The share of organizations using computers



28,9%

The share of organizations with Internet resources



12,0%

Share of organizations, **ordering** goods and services on the Internet



11,3%

Share of organizations, **receiving** orders for goods and services via the Internet



26,5  
млн.ед

Number of mobile subscribers



2,4  
млн.ед

Number of fixed telephone lines



3,3  
млн.ед

Number of fixed Internet subscribers



1404,3  
млдр. тенге

Volume of communication services

## LEGISLATIVE BASIS



**Law of the Republic of Kazakhstan  
"On Communications"** (05.07.2004,  
No. 567-II)



**Law of the Republic of Kazakhstan  
"On Informatization"** (November 24,  
2015, No. 418-V)



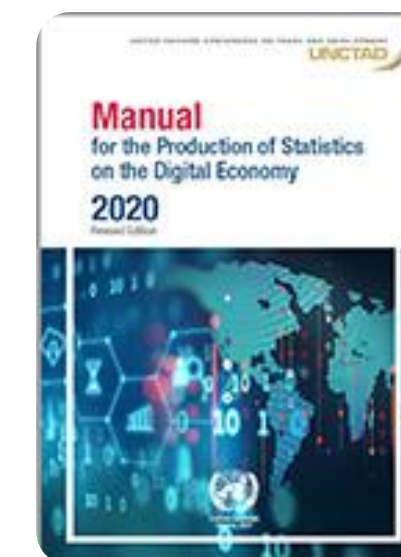
**Law of the Republic of Kazakhstan  
"On State Statistics"** (19.03.2010,  
No. 257.IV)

## METHODOLOGY

Methodological  
recommendations of the  
International  
Telecommunication Union  
(Manual for Measuring ICT  
Access and Use by  
households and Individuals)

Partnership on  
Measuring ICT for  
Development «Key ICT  
indicators

Methodology for  
statistics of information  
and communication  
technologies





# INFORMATION AND COMMUNICATION TECHNOLOGY STATISTICS

*Module 1*  
General information about the organization

*Module 2*  
Using a computer and computer networks

*Module 3*  
Using the Internet

*Module 4*  
Cloud computing

*Module 5*  
E-commerce

*Module 6*  
Use of digital technologies

*Module 7*  
ICT specialists and knowledge

## Data sources

«Report on the use of information and communication technologies in enterprises" (3-inform)

**Periodicity:**annual

**Circle of respondents:**legal entities with OKED 01-03, 05-09, 10-33, 35, 36-39, 41-43, 45-47, 49-53, 55-56, 58-63, 64.19, 64.92, 65, 68-74, 77-82, 86, 93, 95.1

**Type of examination:**with a staff of over 100 people –**continuous method**, with a staff of up to 100 people –**by selective method**

**Since what year has it been held:**2004

Household Survey Questionnaire on the Use of Information and Communication Technologies» (Questionnaire H-020)

**Periodicity:**annual

**Circle of respondents:**21,000 households  
**Sample frame:**Register of Housing Stock (RZhF)

**Unit of observation:**households and individual members

*Module 1*  
Socio-demographic information on the household

*Module 2*  
Access to ICT

*Module 3*  
Filter questions on computer, mobile phone, and Internet using

*Module 4*  
Using a computer

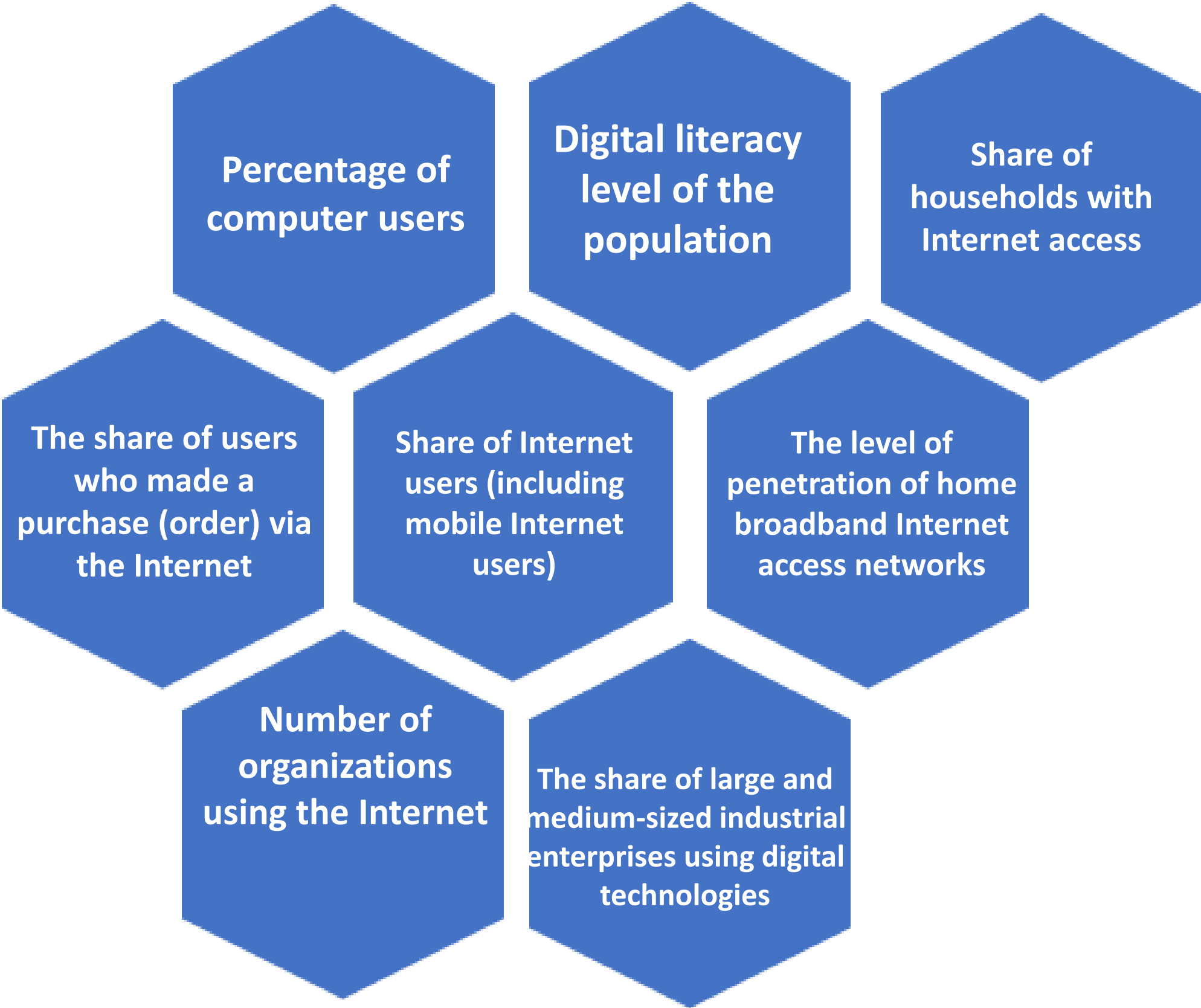
*Module 5*  
Using the Internet

*Module 6*  
E-commerce





## Key indicators



According to ICT and communications statistics, a significant number of indicators are generated in accordance with international standards, for example, for filling out the International Telecommunication Union questionnaire alone – 180 indicators and for the questionnaire of the Regional Commonwealth in the Field of Communications – 81 indicators



## Publications

Annually

*Spreadsheets*

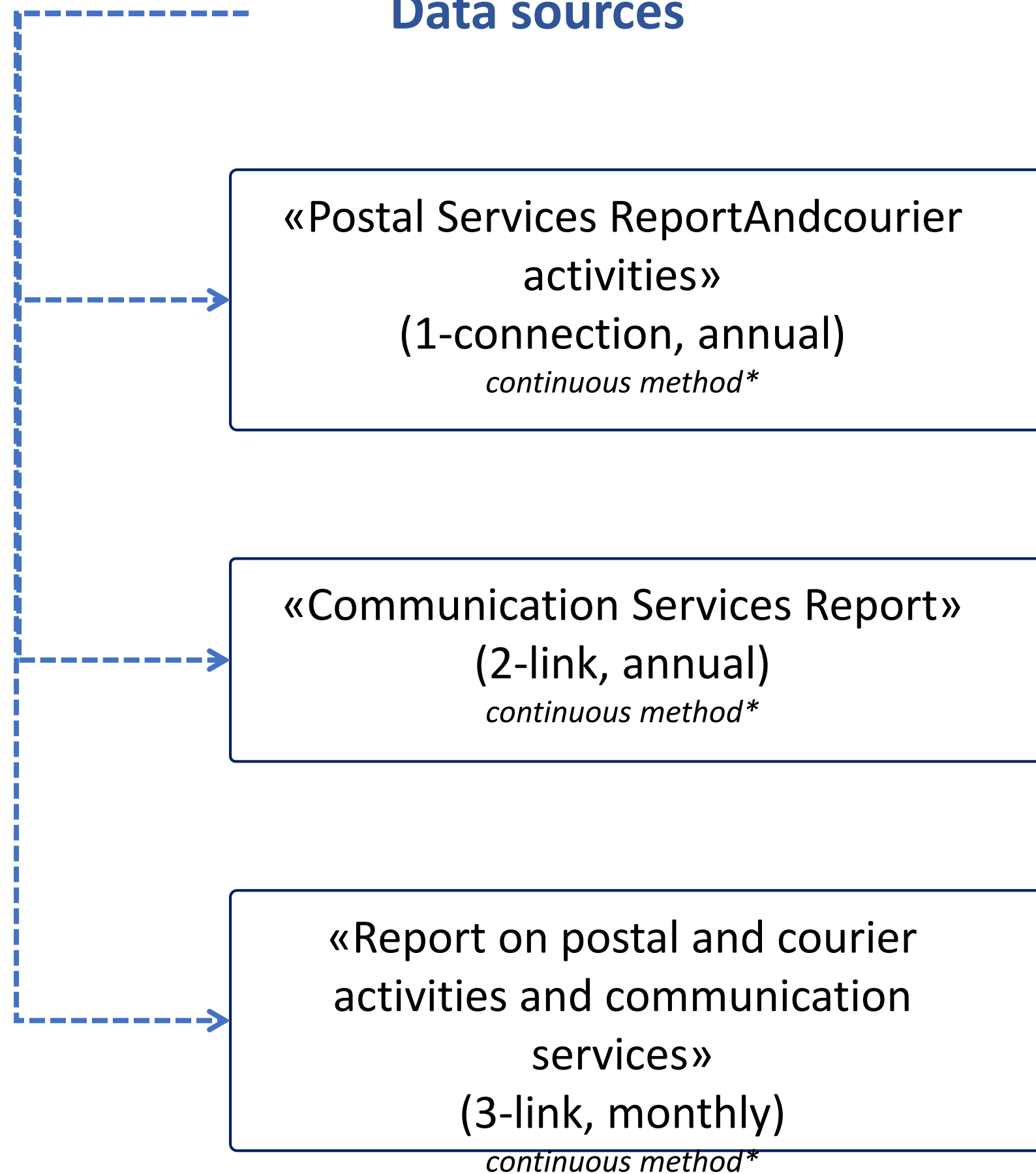
"On the use of information and communication technologies in enterprisesRepublic of Kazakhstan»

"On the use of information and communication technologies by households in the Republic of Kazakhstan"

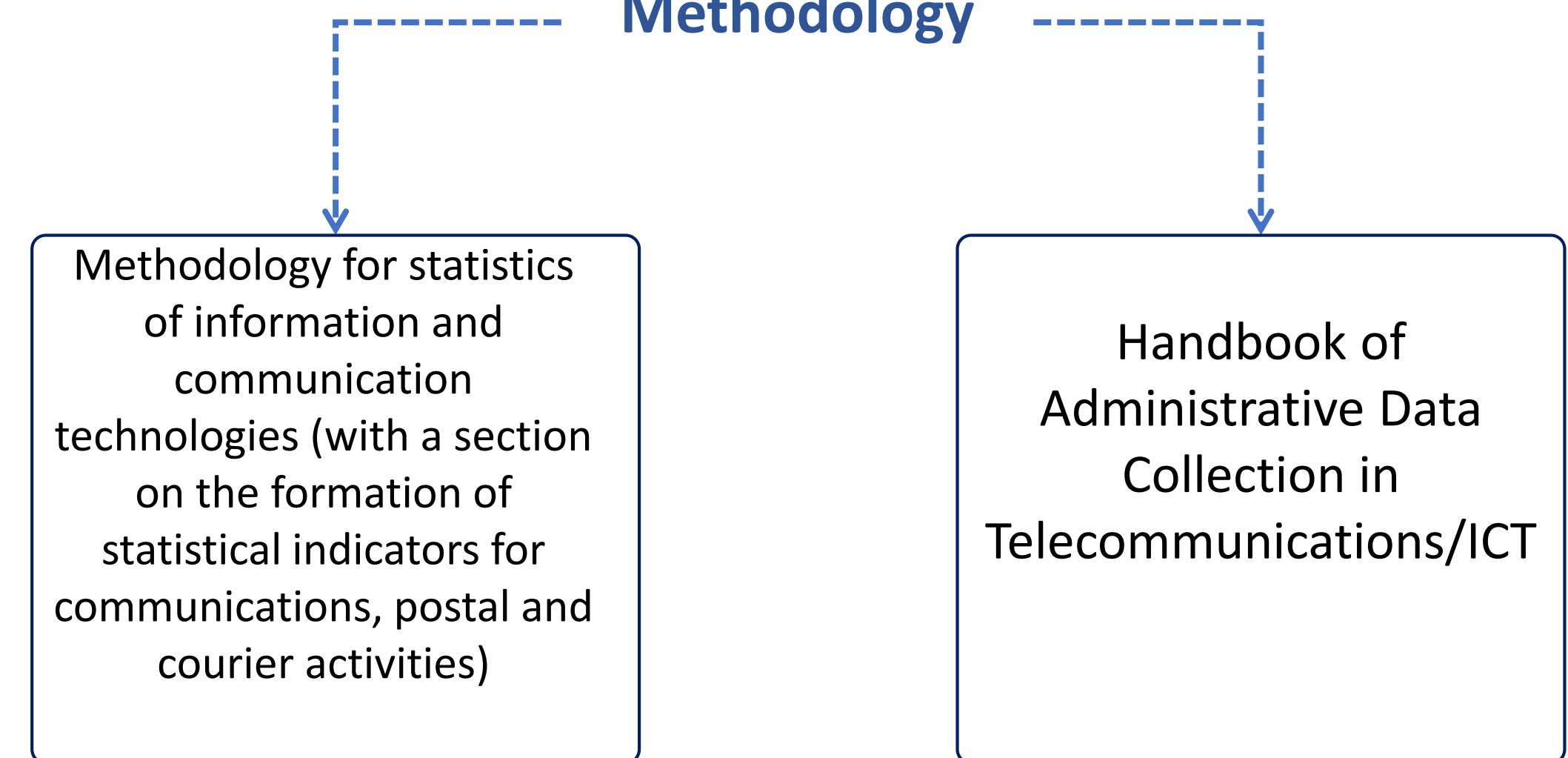


## COMMUNICATION STATISTICS

### Data sources



### Methodology



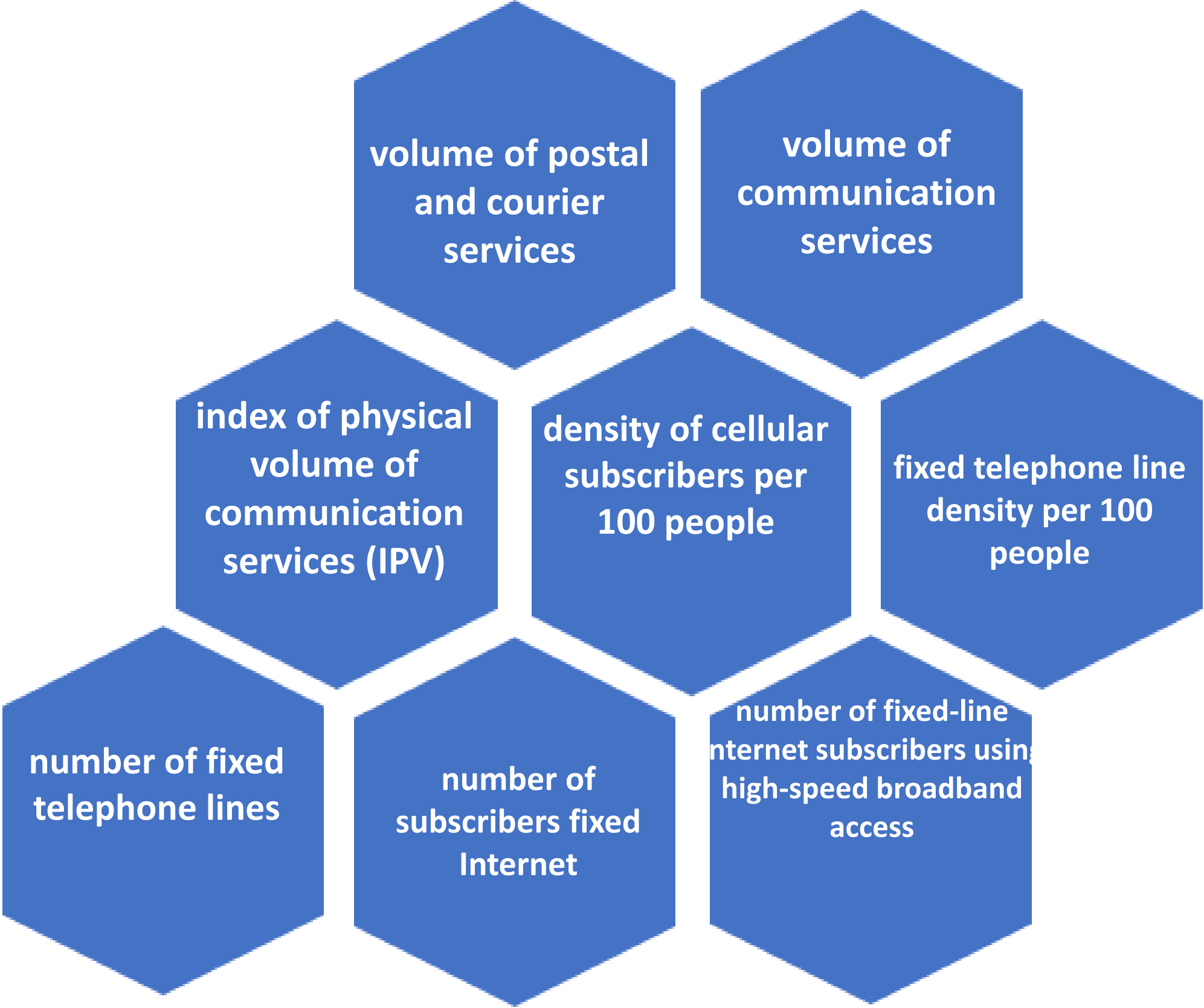
**Circle of respondents:** legal entities with primary and secondary economic activities according to OKED codes 53 – postal and courier activities, 61 - Telecommunications

**Type of examination:** continuous method

**Since what year has it been held:** 2004



Key indicators



Publications



*Spreadsheets*

**"Key performance indicators of communications enterprises, postal and courier activities in the Republic of Kazakhstan"**



*Web-publication  
Spreadsheets*

**"Key performance indicators of communications enterprises, postal and courier activities in the Republic of Kazakhstan"**

*Section of the  
report*  
**"Connection" in  
"Socio-economic development of the Republic of Kazakhstan"**

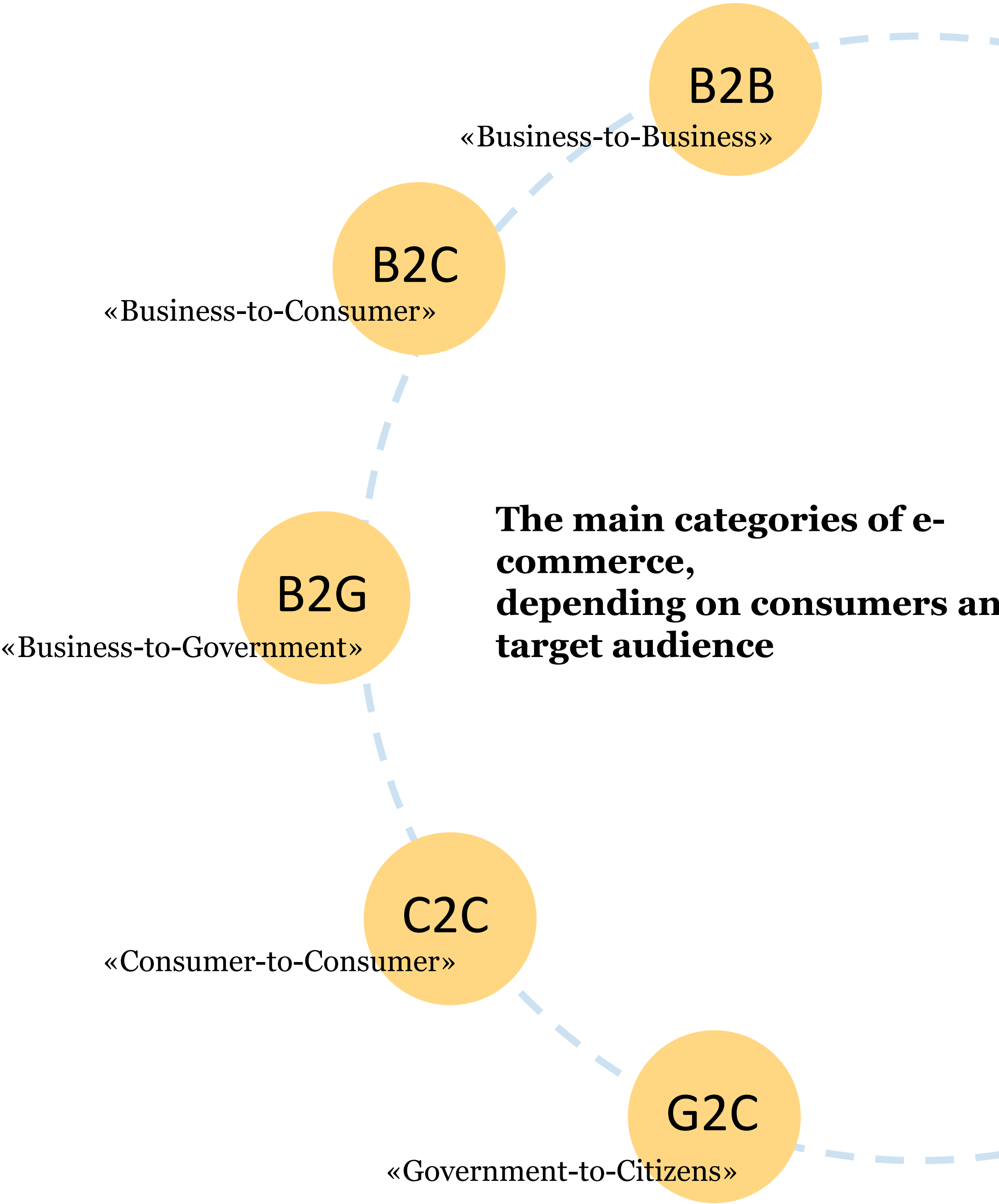
# E-COMMERCE STATISTICS

## Methodology

Methodological recommendations of the International Telecommunication Union (Manual for Measuring ICT Access and Use by households and Individuals)

Partnership on Measuring ICT for Development«Key ICT indicators

Methodology for statistics of information and communication technologies

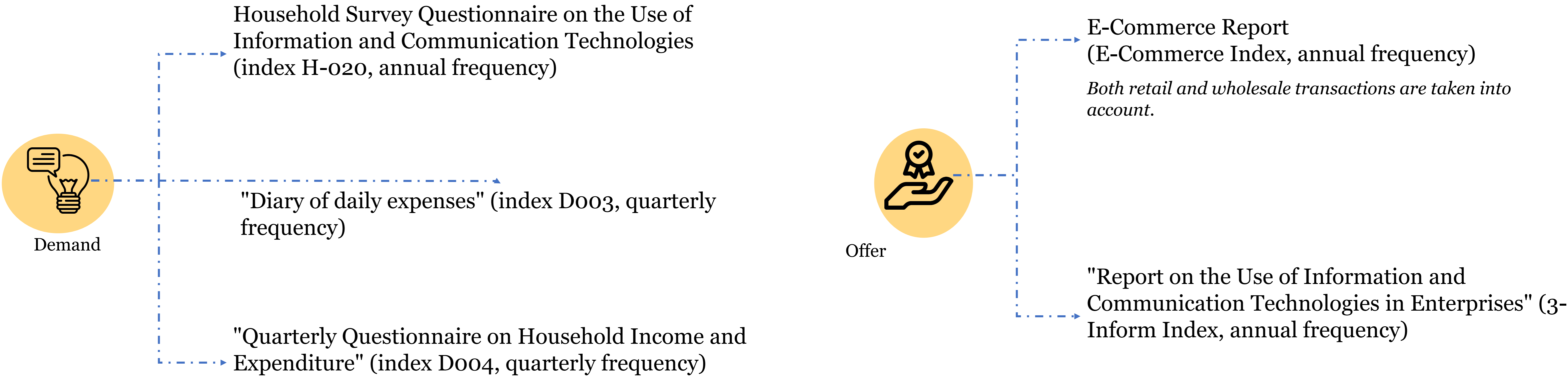


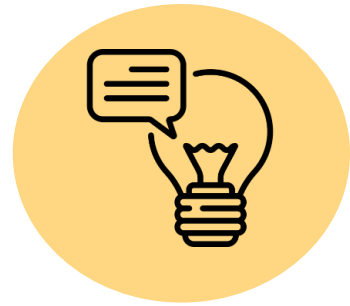


**E-commerce** is the sale or purchase of goods or services between businesses, households, individuals, or private organizations through electronic transactions conducted over the Internet or other computer-based (online communications) networks (Eurostat, 2022)

Data source

**Objective:** To measure the volume and characteristics of e-commerce from the supply side and the demand side for monitoring and analysis of e-commerce trade





Demand



Offer

**Subjects of observation**

households that purchase or order goods and services via the Internet

legal entities, individual entrepreneurs selling goods and services via the Internet

**Characteristics of e-commerce activities**

for what purpose is the Internet used, including the purchase or ordering of goods or services, sale of goods or services, categories of goods and services, total cost, payment method, methods of delivery of goods and services ordered via the Internet, reasons for the lack of orders for goods and services via the Internet

the type of goods and services sold or purchased online, number of orders, the number of enterprises using their own Internet resource and e-commerce platform, volume of sales of goods and services delivery methods, electronic platforms used for conducting electronic commerce, or electronic platforms, methods of payment for online purchases

# E-commerce in the Republic of Kazakhstan



IN within the framework of the project with the Asian Development Bank in 2022The “Methodology for the Formation of Electronic Commerce Indicators” was developed and approvedThe "E-Commerce Report" form has been revised (E-Commerce Index, annual frequency)



## Circle of respondents

- enterprises of 46 types of economic activity that carry out electronic commerce;
- according to the list 50aggregators

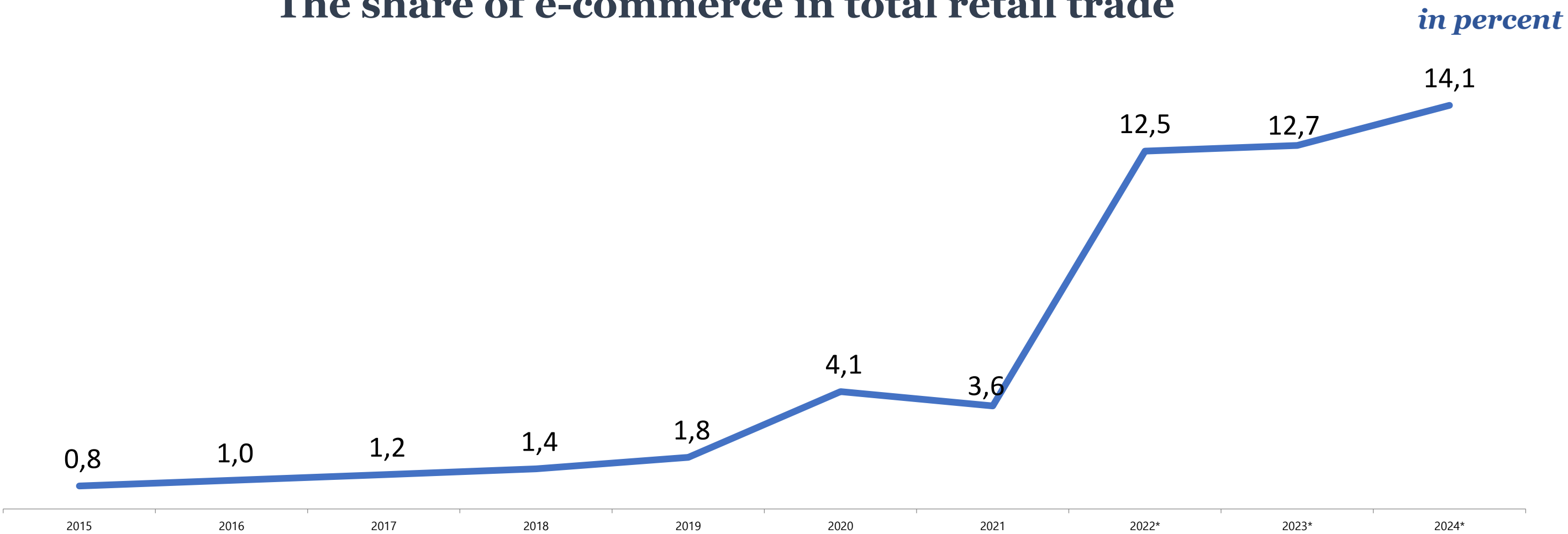
## Type of respondents

- legal entities and individual enterprises,selling goods and services via the Internet;
- holders of the e-commerce platform (marketplace):
  - pon the organization and information support for the sale of goods or services;
  - for the transportation of passengers

For a population of up to 100 people - by selective method, for more than 100 people - by continuous method according to the followingOKEDam:**45.11, 45.3, 46.21, 46.3, 46.4, 46.5, 46.6, 47.19, 47.4, 47.5, 47.6, 47.7, 49.1, 49.2, 49.3, 49.4, 51.1, 52.2, 53.1, 53.2, 55.1, 55.2, 55.9, 56.1, 56.21, 62.01, 62.09, 63.11, 63.12, 63.9, 64.99.9, 65.1, 65.2, 66.11, 66.19, 66.2, 73.12, 73.2, 77.1, 79.1, 79.9, 85.31, 85.5, 86.10.3, 92.0, 93.13, 94.12**

**OKED 47.91.0** regardless of the number - by a continuous method **platform holders (marketplace) and individual entrepreneurs**engaged in e-commerce

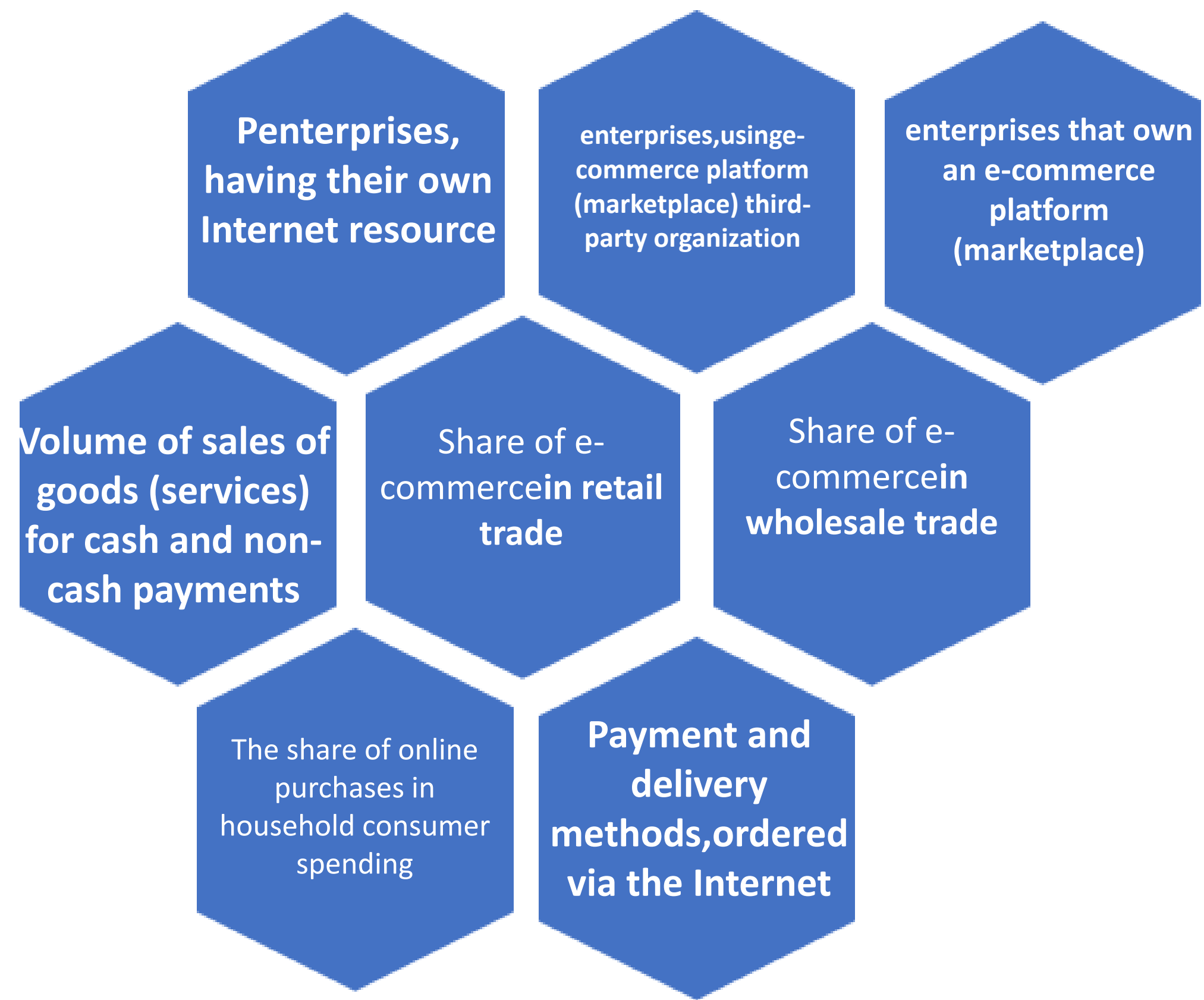
The share of e-commerce in total retail trade



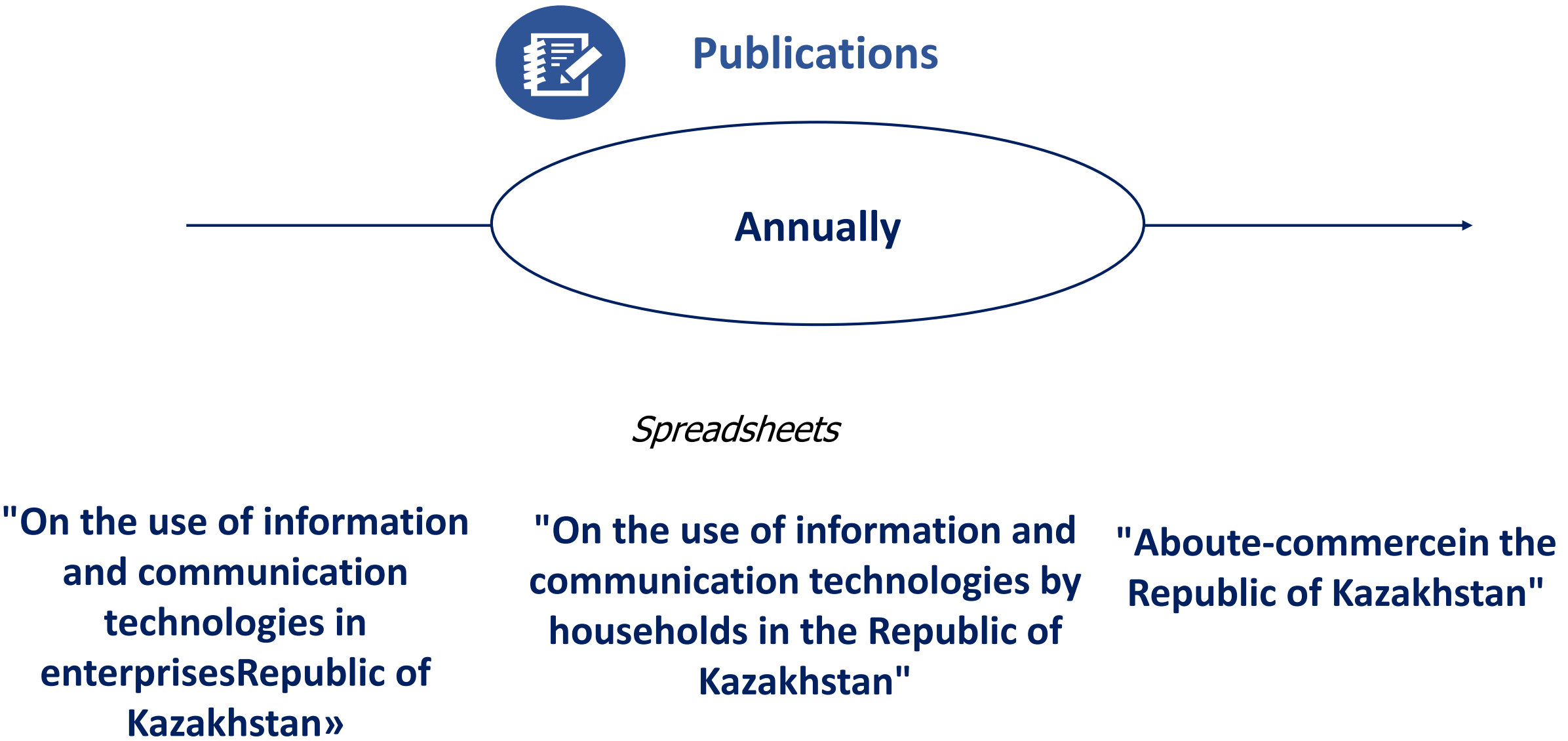
Share of e-commerce in total retail trade in 2022 (including marketplaces) amounted to 14.1%



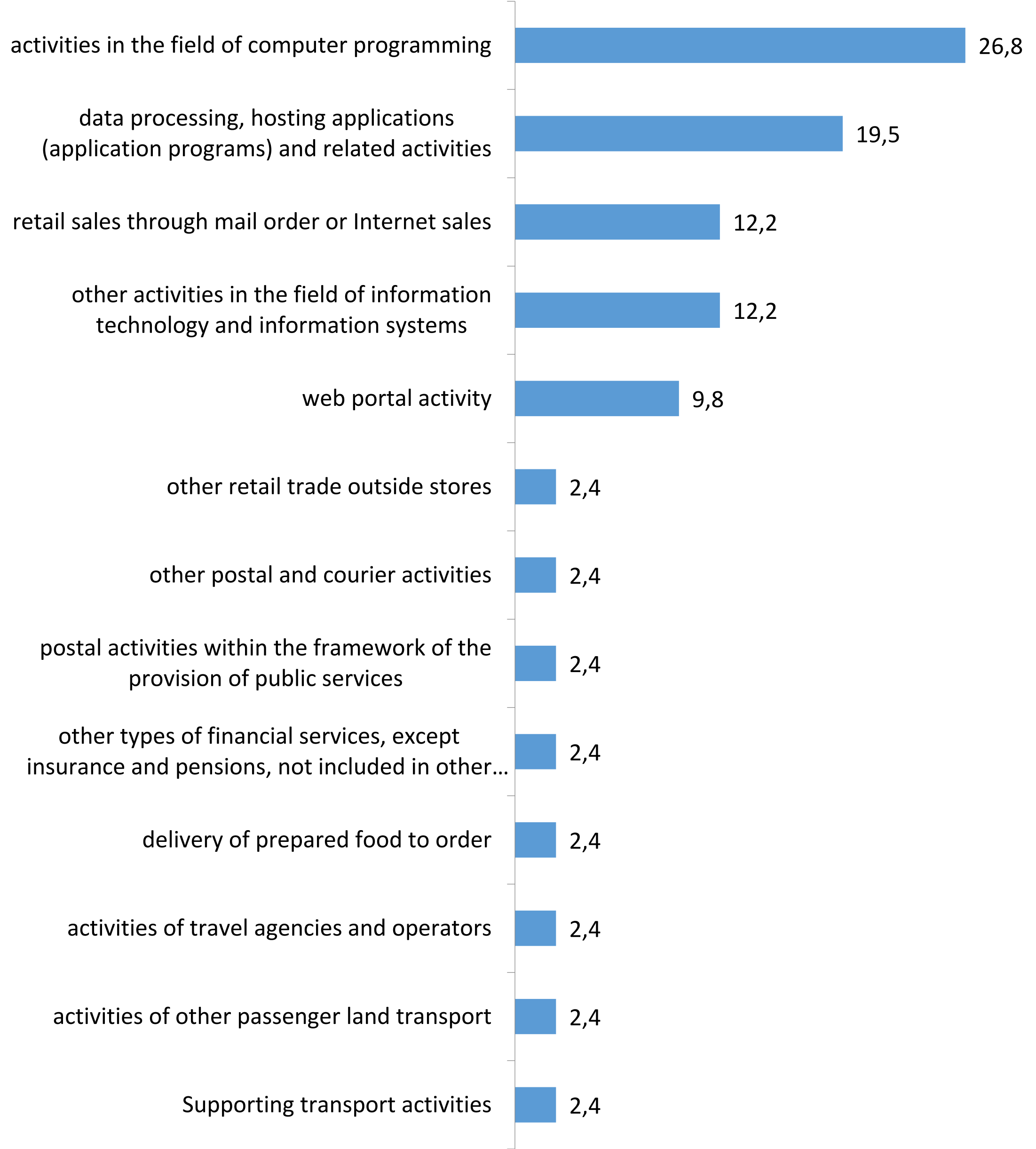
Key indicators



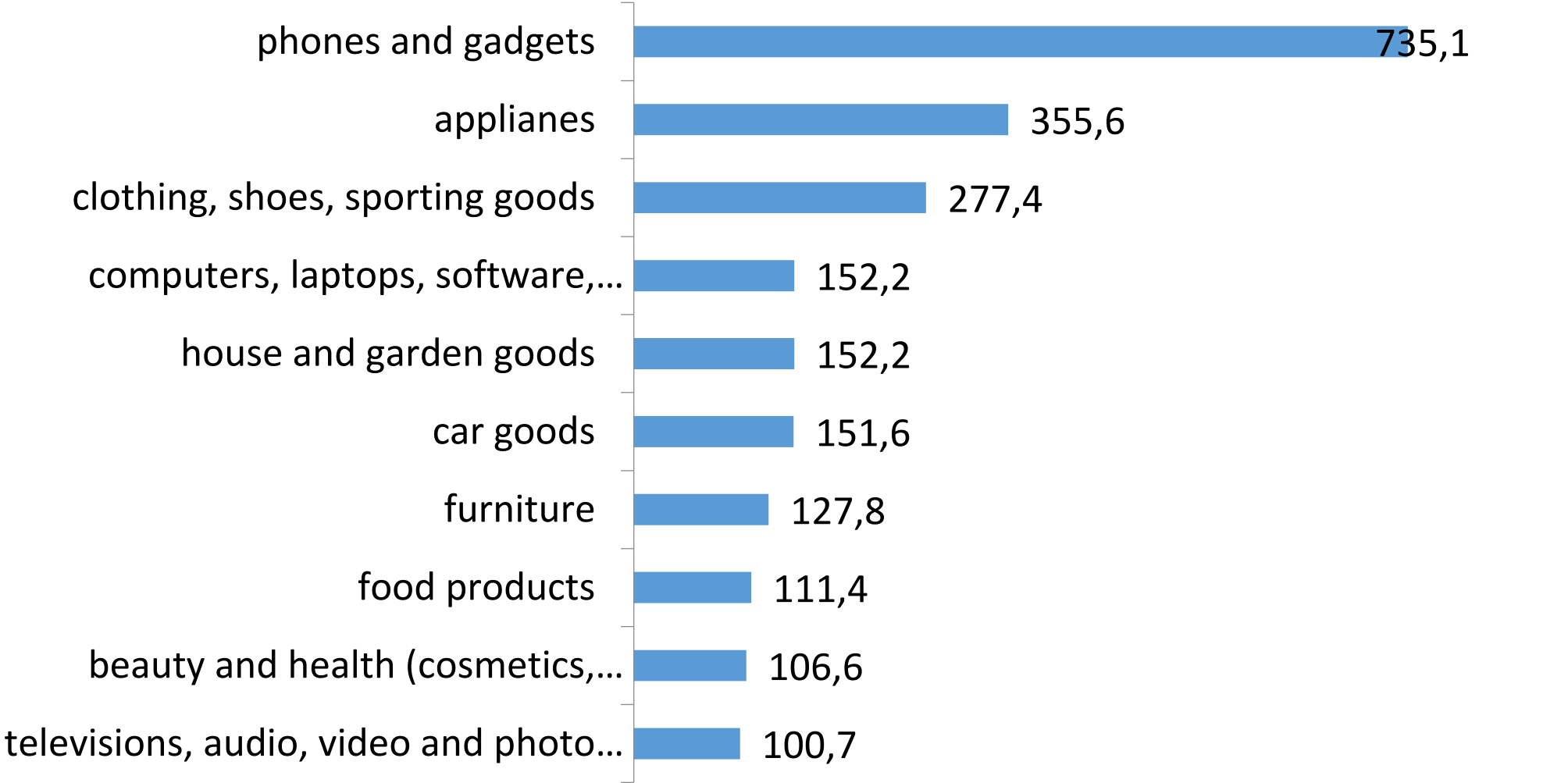
The number (share) of enterprises engaged in e-commerce sales is broken down by types of economic activity, size of enterprises, payment method, delivery method, types of goods and services provided



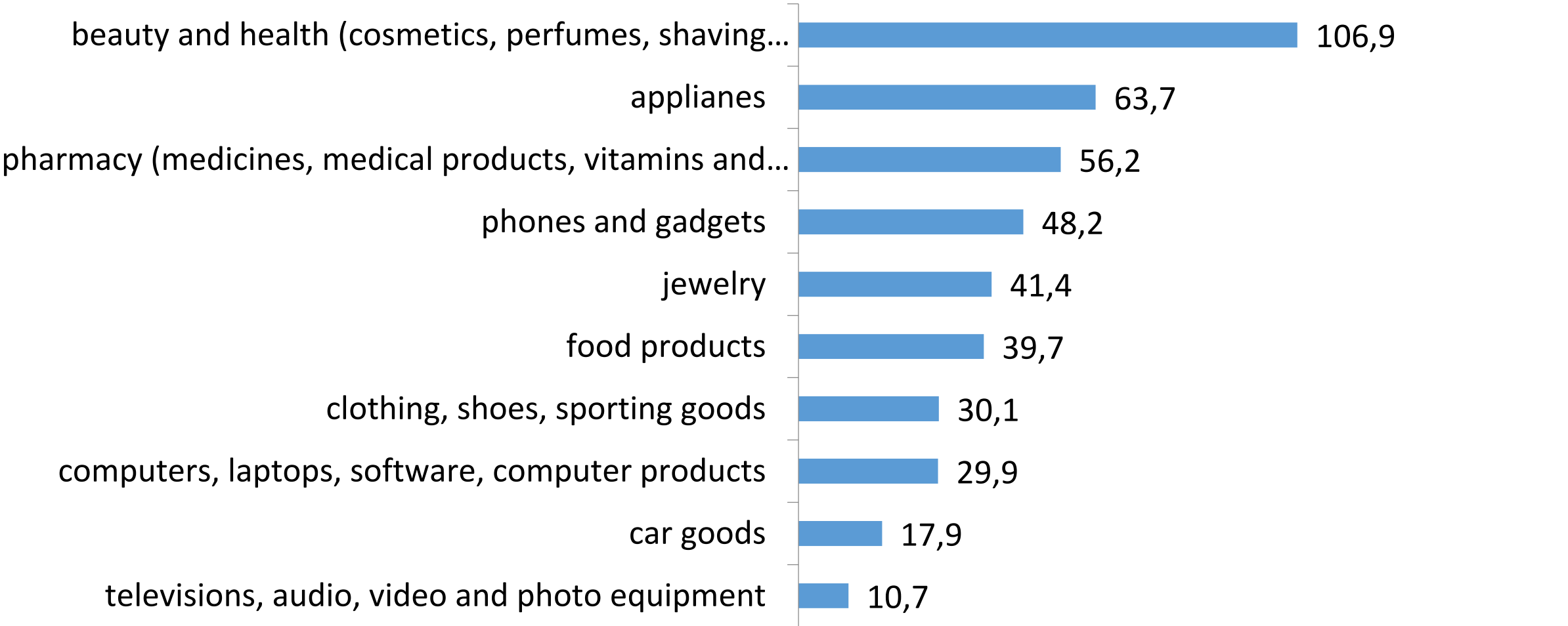
Share of e-commerce holders (marketplace) by type of economic activity in 2024



TOP 10 product groups sold through marketplaces in 2024



TOP 10 product groups sold through our own Internet-resource in 2024







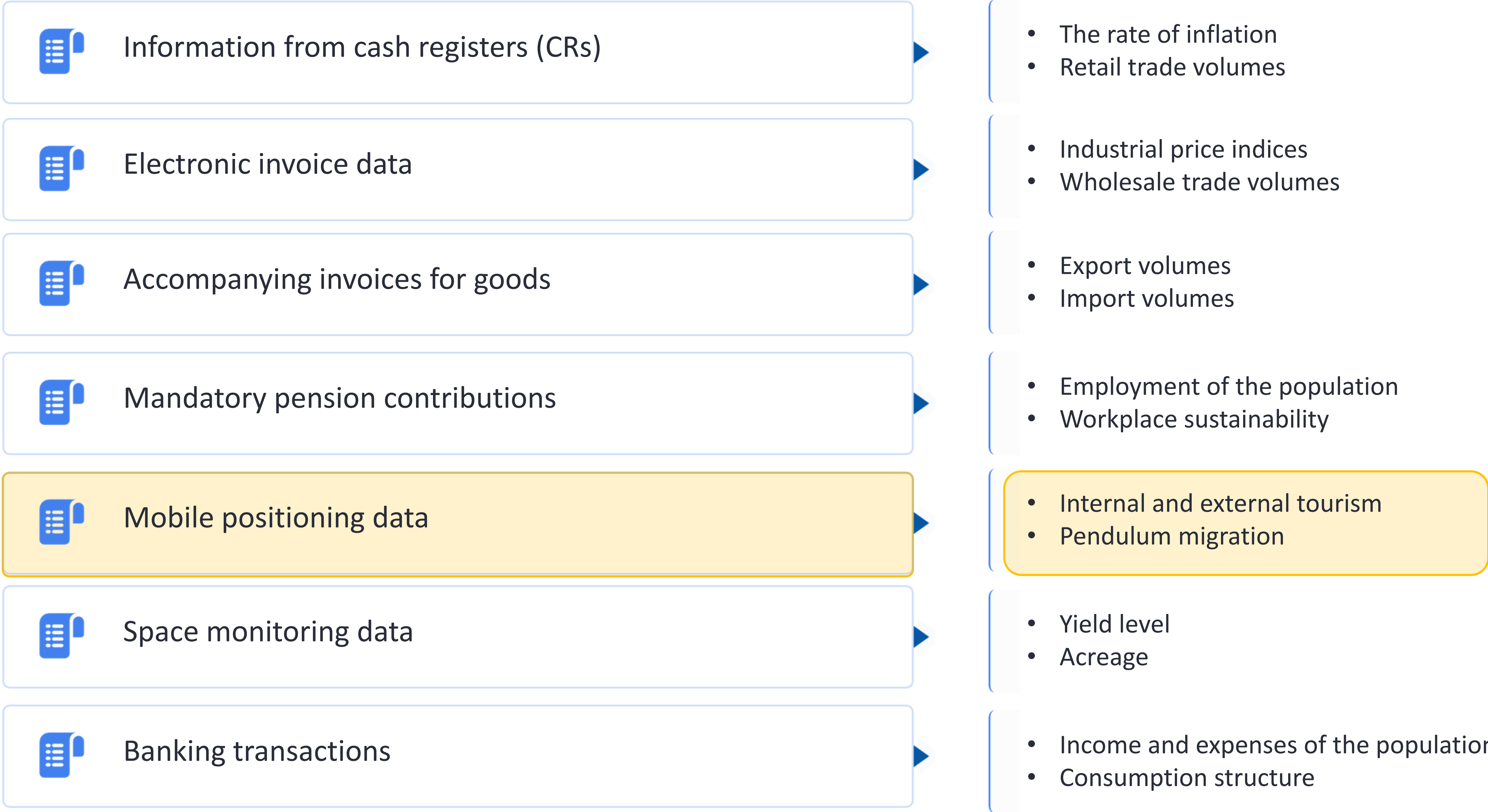
► In order to implement the Concept, a Roadmap for the reform of the BNS was approved:

01 Institutional and organizational measures

02 Active use of administrative and alternative sources

03 Strengthening analytical capacity and expanding access to data







Purpose of the law

The right technologies to effectively address these challenges

01 \_\_\_\_\_

Definition authorized body for quality data from administrative sources and the introduction of the institute of data controllers



02 \_\_\_\_\_

Creating benchmarks national registers and national reference information



03 \_\_\_\_\_

Active usage administrative and alternative sources information



04 \_\_\_\_\_


Unlocking the analytical potential of data through generation of analytical information and data products



05 \_\_\_\_\_

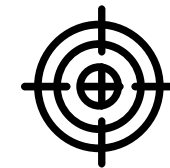
Transition from short-term to medium-term planning statistical activities for the period up to three years



-  The methodology is based on the International Recommendations for Tourism Statistics (*IRTS 2008, UN, UNWTO*)
- The project is being implemented in cooperation with the company Positium with the support of the World Bank (World Bank)

**Target-** Adaptation and pilot testing of an international methodology for tourism statistics based on mobile operator data



-  **Initial data:**  
Kcell data for July 2023- June 2024  
(market share is 29.9%)

-  **Kazakhstan first in the CIS** integrated mobile data into tourism statistics.  
The world uses data MPD Estonia, Indonesia, Saudi Arabia and Oman



## Kazakhstan's National Statistical System Meets Key OECD Requirements

**In June 2025**

**OECD officially confirmed Kazakhstan's accession to the Recommendation on Good Statistical Practice**  
*(first among external partners of the OECD and in the CIS region)*





Бюро национальной статистики  
Агентства по стратегическому  
планированию и реформам  
Республики Казахстан

**Thank you for your attention!**

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Geneva, 2025