

Цифры и тренды бизнеса в online

JAN
2019

BELARUS

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



9.44
MILLION

URBANISATION:

79%

MOBILE
SUBSCRIPTIONS



11.87
MILLION

vs. POPULATION:

126%

INTERNET
USERS



7.03
MILLION

PENETRATION:

74%

ACTIVE SOCIAL
MEDIA USERS

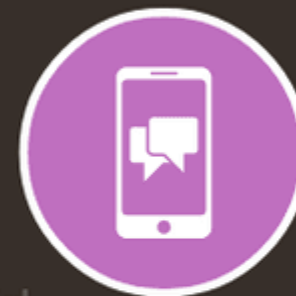


3.80
MILLION

PENETRATION:

40%

MOBILE SOCIAL
MEDIA USERS



3.14
MILLION

PENETRATION:

33%

15

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).



Медиа Лайн

Минск, 2019 г.

JAN
2019

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL
POPULATION



-0.2%

JAN 2018 – JAN 2019

-17 THOUSAND

MOBILE
SUBSCRIPTIONS



+3.1%

JAN 2018 – JAN 2019

+357 THOUSAND

INTERNET
USERS



+4.5%

JAN 2018 – JAN 2019

+302 THOUSAND

ACTIVE SOCIAL
MEDIA USERS

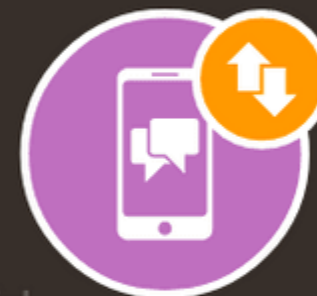


-19%

JAN 2018 – JAN 2019

-866 THOUSAND

MOBILE SOCIAL
MEDIA USERS



-19%

JAN 2018 – JAN 2019

-713 THOUSAND

16

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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Медиа Лайн

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INTERNET CONNECTION SPEEDS

AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISON



AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



11.69
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



-9.2%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



39.69
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+38%

21

SOURCE: OOKLA SPEEDTEST (DECEMBER 2018 AND DECEMBER 2017).

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JAN
2019

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



81%

we
are
social

HAS A
CREDIT CARD



19%



HAS A MOBILE
MONEY ACCOUNT



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



46%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



21%



PERCENTAGE OF MEN
WITH A CREDIT CARD



16%

we
are
social

PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



47%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



44%

38

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST AVAILABLE DATA, ACCESSED JANUARY 2019).
NOTE: FIGURES REPRESENT THE PERCENTAGE OF ADULTS AGED 15+, NOT TOTAL POPULATION.

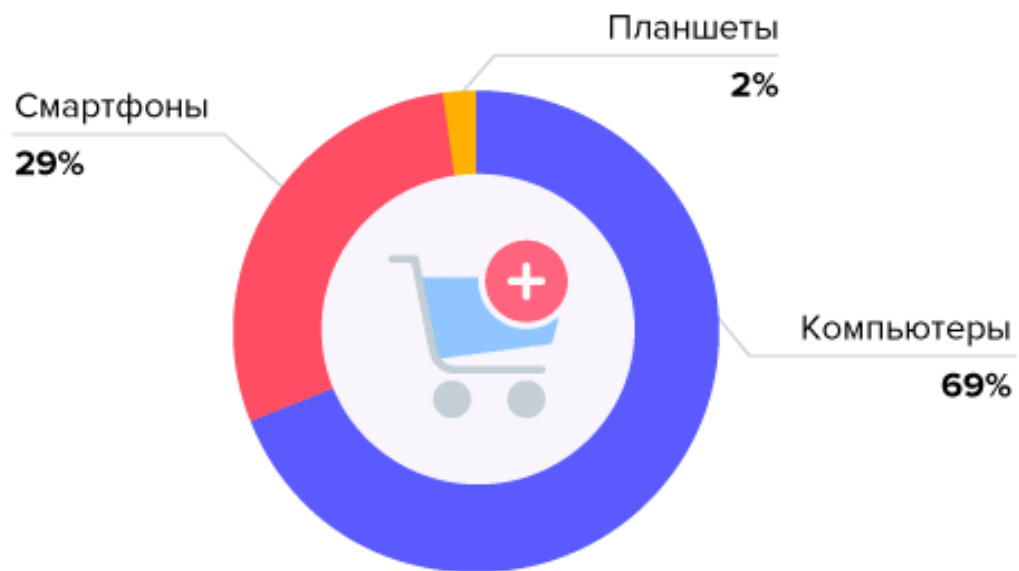
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Минск, 2019 г.

КОЛИЧЕСТВО ПОКУПОК С РАЗНЫХ УСТРОЙСТВ



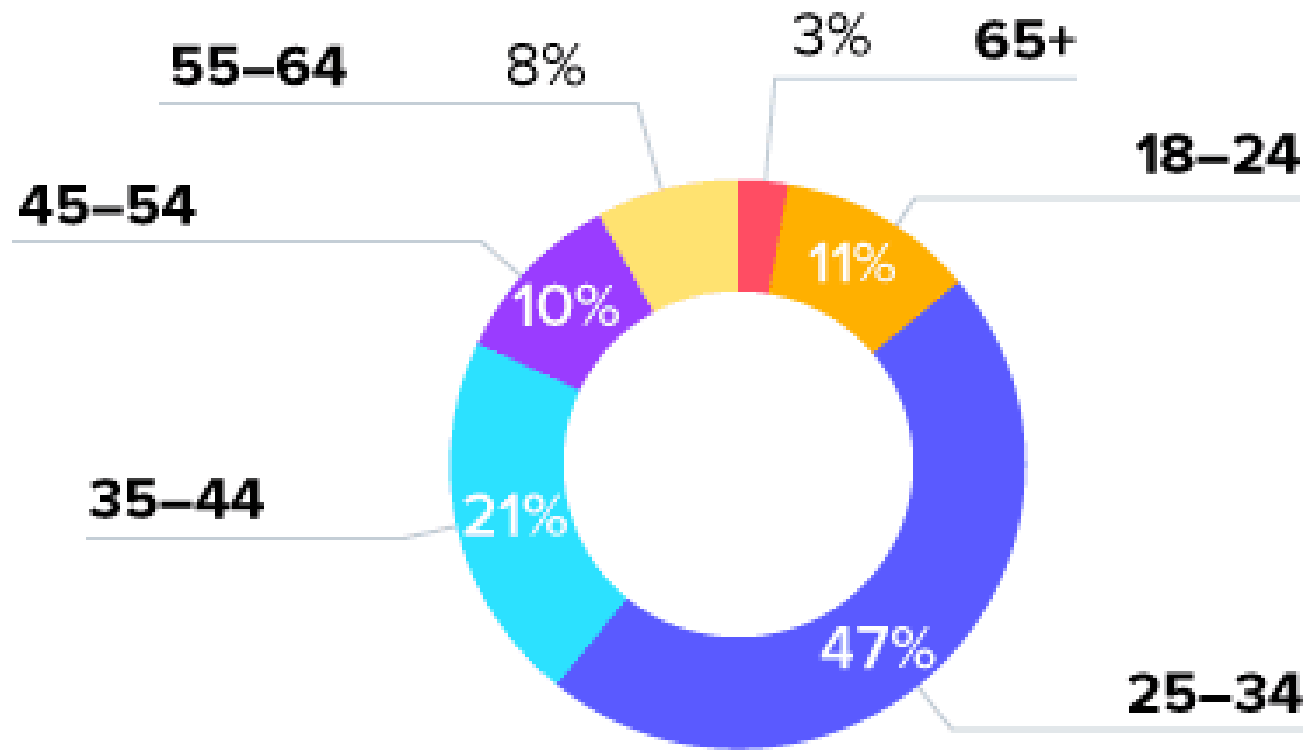
СРЕДНИЙ ЧЕК ПОКУПОК С РАЗНЫХ УСТРОЙСТВ



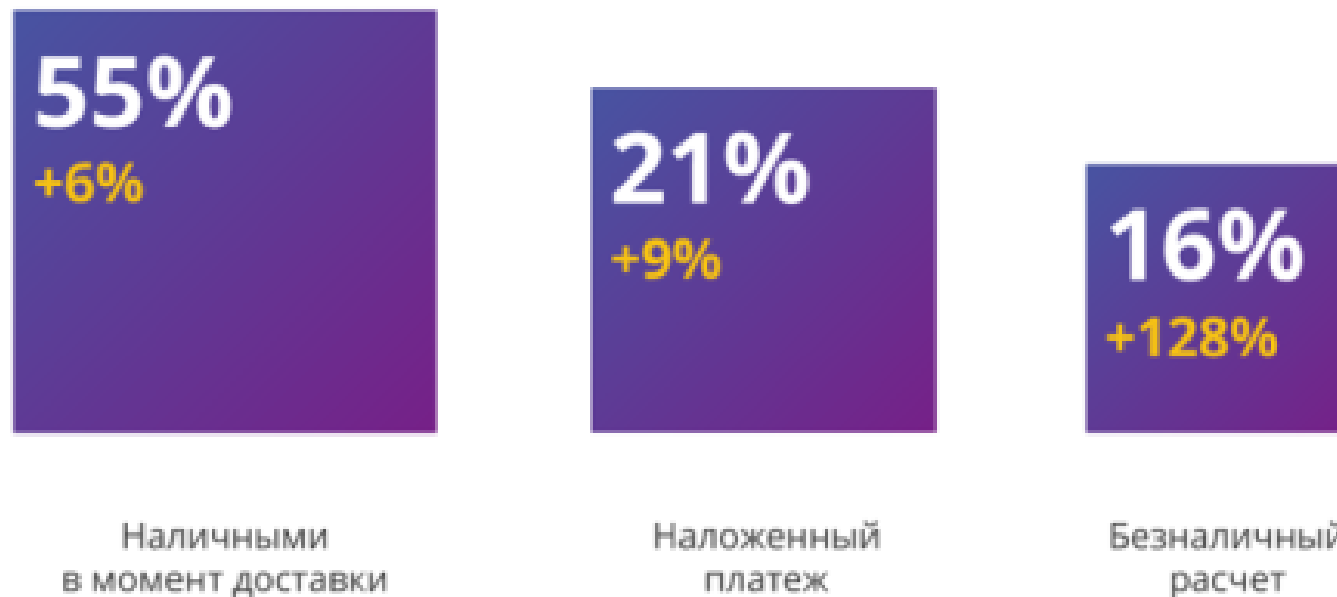
СРЕДНИЙ ЧЕК НА РАЗНЫХ ОС



ВОЗРАСТ ПОКУПАТЕЛЕЙ



Самые популярные способы оплаты



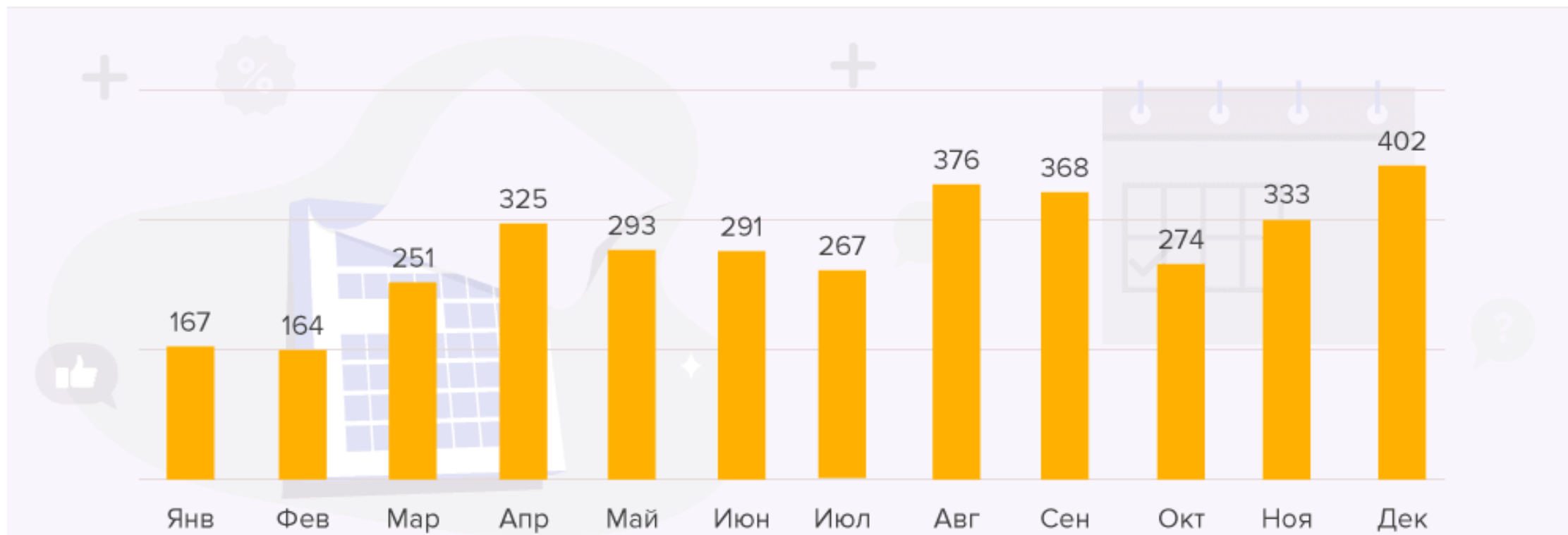
Данные за январь-ноябрь 2018 г. в сравнении с 2017 г.

Самые популярные способы доставки

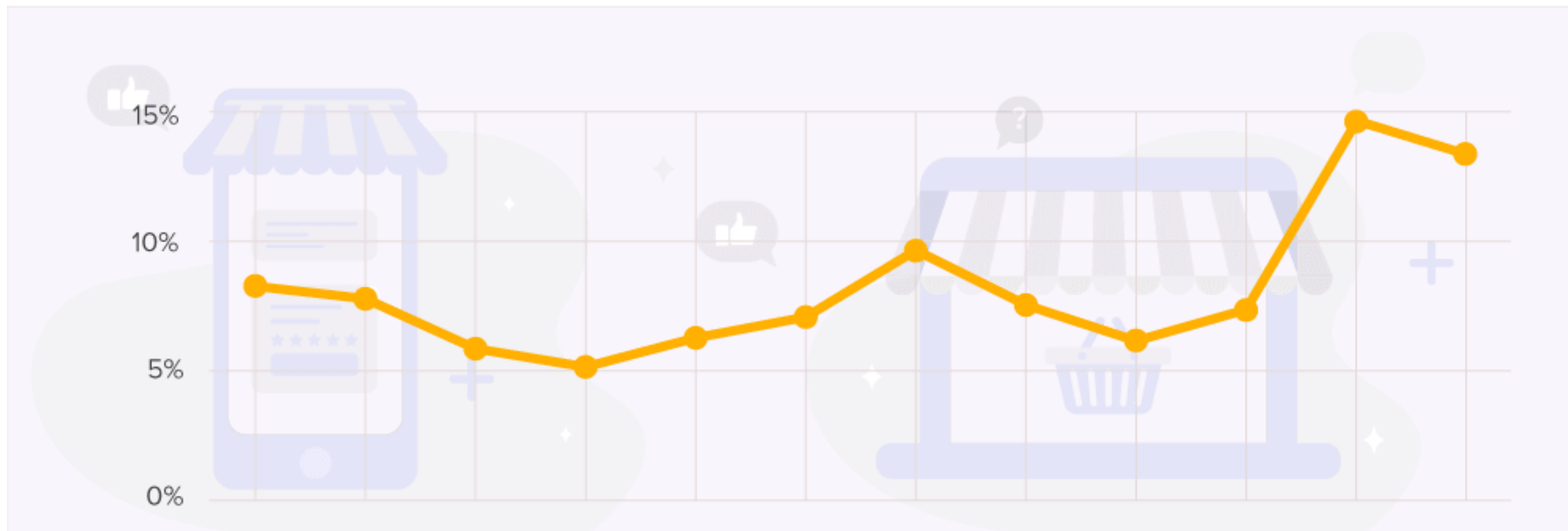


Данные за январь-ноябрь 2018 г. в сравнении с 2017 г.

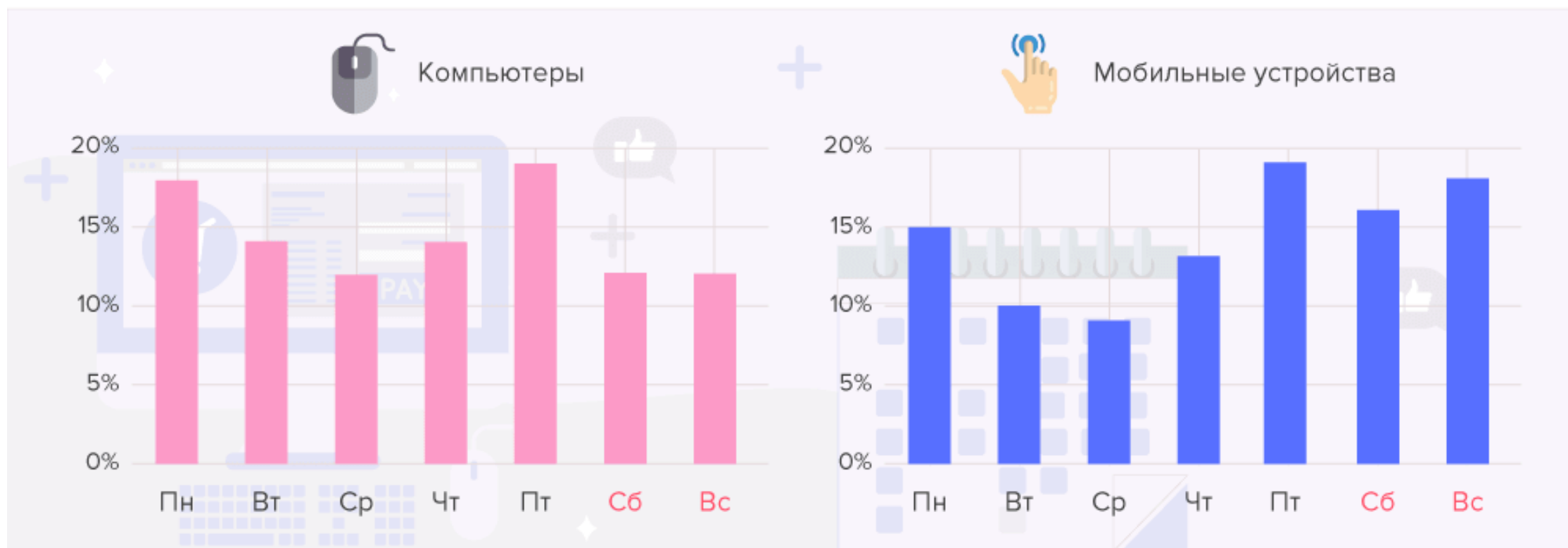
КАК МЕНЯЛСЯ СРЕДНИЙ ЧЕК В ТЕЧЕНИЕ ГОДА (В РУБЛЯХ)



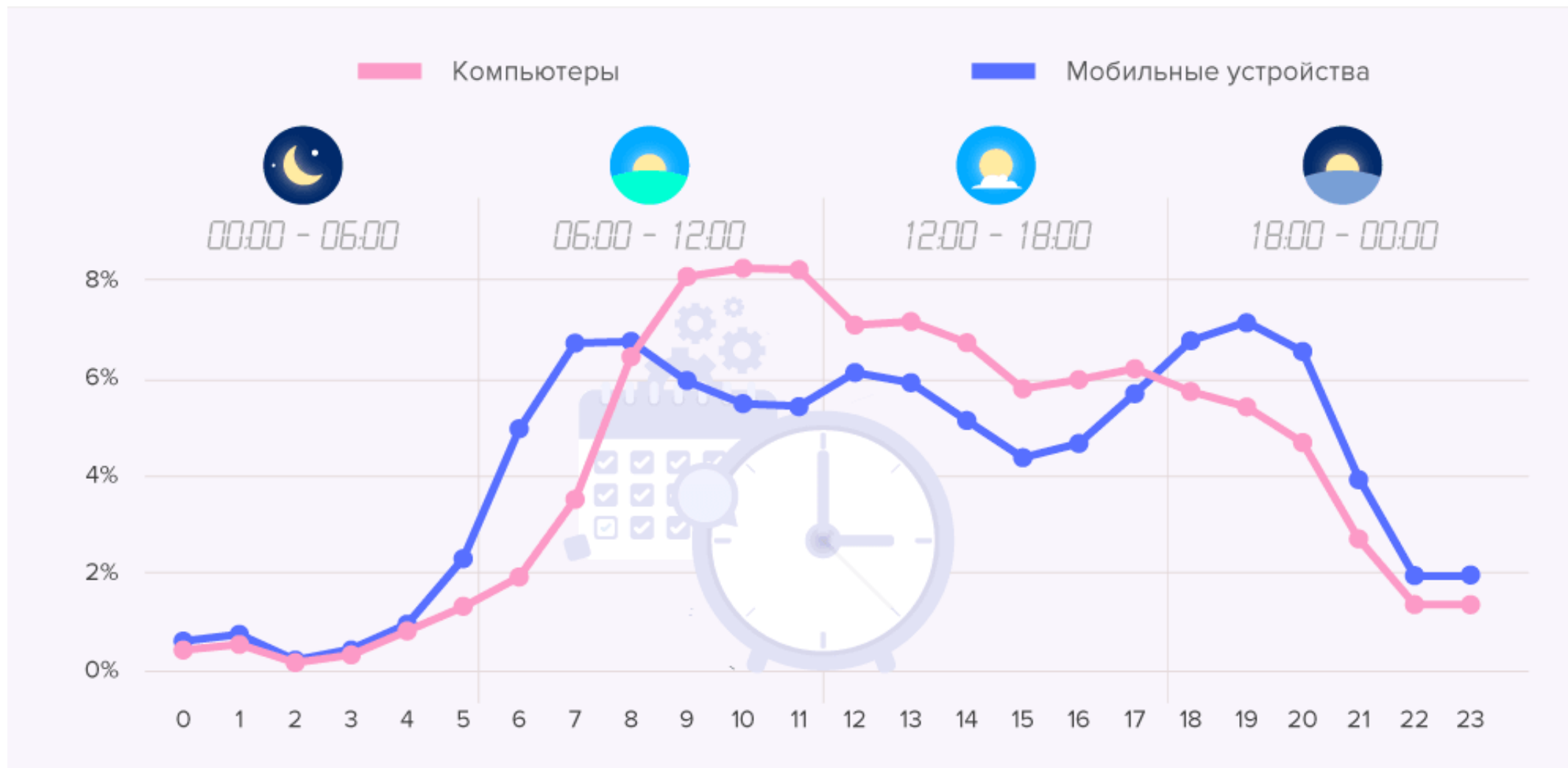
ПОКУПАТЕЛЬСКАЯ АКТИВНОСТЬ В ТЕЧЕНИЕ ГОДА



АКТИВНОСТЬ ПОКУПАТЕЛЕЙ ПО ДНЯМ НЕДЕЛИ



АКТИВНОСТЬ ПОКУПАТЕЛЕЙ В ТЕЧЕНИЕ СУТОК



E-commerce 2018 в Беларуси



По оценке Deal.by

Тренды 2019 года

- Видео набирает обороты
- Адаптация под мобильные устройства необходимость.
- Проблемы «интернет-гипермаркетов» и преимущества отраслевых интернет-магазинов
- Мультиканальный маркетинг
- Контент маркетинг

Онлайн продажи: сейчас или никогда