

**DIGITAL**

**ECOSYSTEM DIGEST**

*September 2022*

**CONSUMERS OF  
E-COMMERCE IN GEORGIA**



## WHAT THE DIGITAL ECOSYSTEM DIGEST IS?

Digital Ecosystem Digest is monthly electronic research report, which is issued at the initiative of BTU Entrepreneurship and Research Centers.

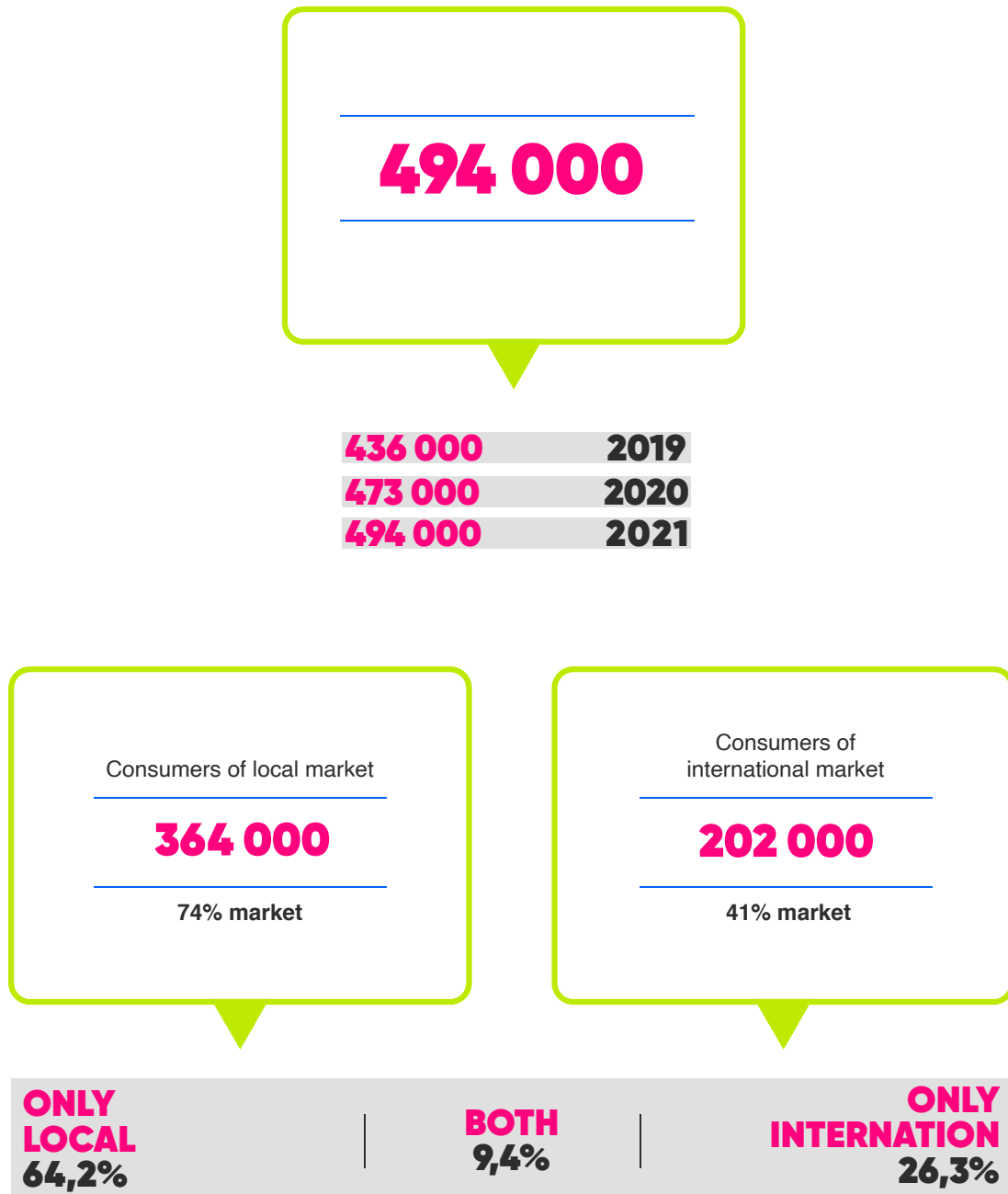
Report reviews current technological and innovative trends in different areas of Georgian digital ecosystem and covers the issues such as: startups in digital business, electronic commerce markets, digital platforms (B2B, B2C or C2C), fintech, etc.

The goal of the report is consolidation of the existing information as well as generating new practical knowledge regarding the digital economy.

Co-authors of each month's research report will be different researchers. The authors of the issue of September 2022 are BTU-affiliated academic staff - Tsothe Zhghenti and Vakhtang Chkareuli.



# HOW MANY E-COMMERCE CONSUMERS ARE THERE IN GEORGIA?

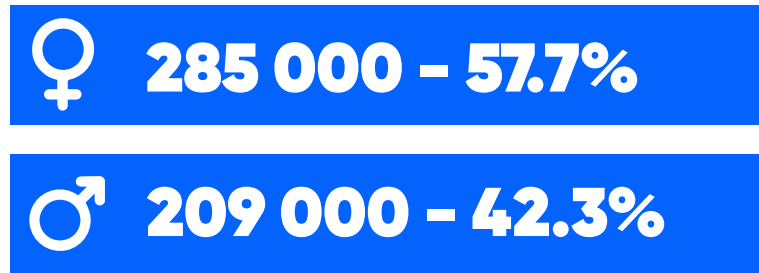


The number of e-commerce consumers\* in Georgia amounted 494 000 as of 2021, majority of which bought product or service specifically only from local of international market.

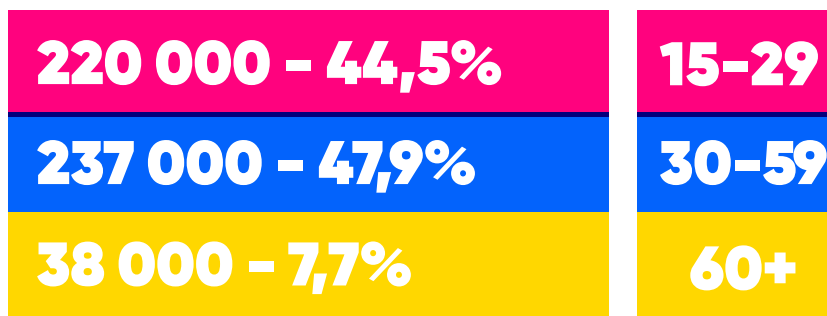
\*persons aged 15 years and older, who have purchased/ordered goods or services for personal use through internet (during last 1 year).

# WHO ARE E-COMMERCE CONSUMERS?

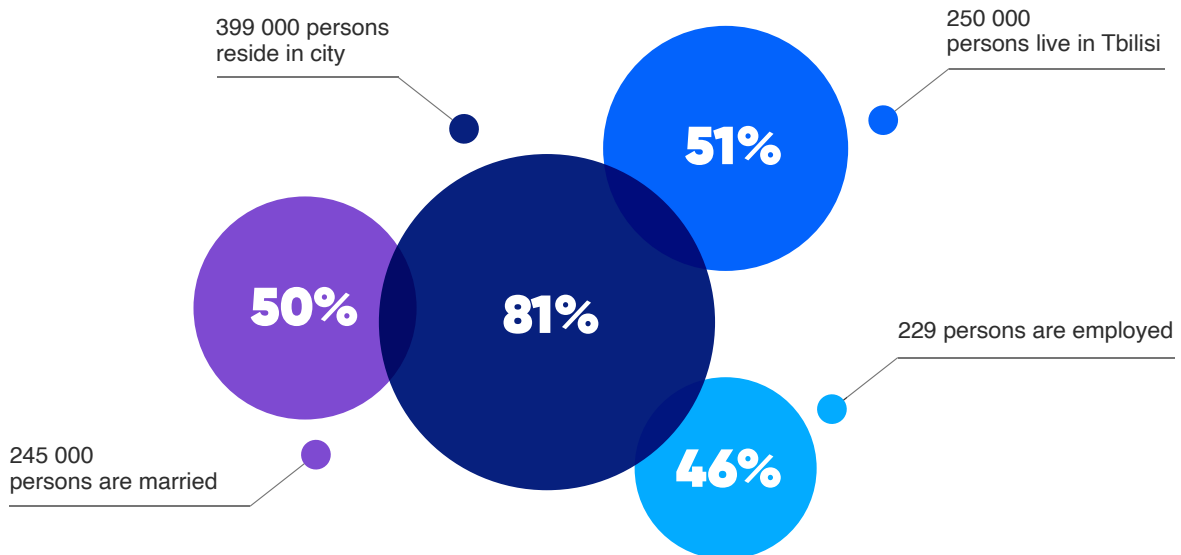
## Distribution by gender



## Age structure



## Other specifications



Most part of the e-commerce market is represented by youngsters and people residing in cities. These individuals outstand with various digital skills and frequent use of internet. For example, their 67,8% is the consumer of internet-banking at the same time.

## WHAT GOODS DO E-COMMERCE CONSUMERS BUY?

**232 000**



Clothing and sports goods

**142 000**



Groceries, ready-to-eat food  
and daily use products

**116 000**



Household goods  
(furniture, toys, etc.)

77.1% of e-commerce consumers buys at least one from those three categories electronically. Purchasing the other type of product or service electronically is relatively rare.

# DIGITAL ECOSYSTEM DIGEST

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