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Customer Engagement in Central Asia Enters the Era of Digital Personalization

New Standards in Central Asian Retail: Loyalty Programs, Personalization, Customer Experience Management and Ecosystem Growth

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THE GLOBAL VOICE OF CUSTOMER LOYALTY

THE BRIEF

Introduction

Central Asia's economy is growing, and businesses are actively adopting new technologies and changing how they engage with customers. At the same time, customer marketing practices in the region are still rarely covered by systematic analysis: open-source data remain fragmented, while much of the practical expertise stays within companies. In this independent review, I combine observations from seven years of work in Central Asia with interviews with market leaders and experts from Kazakhstan and Uzbekistan to highlight the key trends shaping loyalty programs.

83.6m
PEOPLE ACROSS FIVE MARKETS

26.7
YEARS MEDIAN AGE

$543b
COMBINED GDP, 2025

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Together, we have sought to provide an objective view of how customer marketing and loyalty programs are changing across the region.

SECTION 01

Central Asia: A Young and Growing Region

Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan and Turkmenistan form a diverse consumer market of almost 84 million people. The region's low median age of 26.7 years supports a large working-age population and strong potential for further growth. For comparison, the median age of the EU population was 44.9 years as of 1 January 2025.

The B2C market combines resilient traditional retail with the growth of modern retail chains, local and international e-commerce, and mobile services. As a result, companies are building their own omnichannel models, while successful practices spread quickly between countries.

> "The key difference between Central Asia and Europe or Russia is that digital and physical retail are developing at the same time here, without a long offline legacy that must be redesigned. This gives us an opportunity to build the omnichannel customer experience correctly from the start, rather than rebuild systems developed over more than 20 years."

YAKOV FISHMAN, CEO OF MAGNUM, KAZAKHSTAN

> "Central Asian retail adapts and rethinks rather than simply copying. We did not inherit decades of heavy offline infrastructure, and this has proved to be an advantage rather than a problem. We are not trying to catch up with someone else's path; we are building our own from what actually works in our market."

ASSEM BOLATZHAN, FOUNDER OF MY POINT, KAZAKHSTAN

When I think about Central Asia, I always remember that this is a young, growing and digitally oriented market — one that is also being built by young people. This creates significant and inspiring opportunities for its future.

CENTRAL ASIA: KEY MARKET INDICATORS

COUNTRY	POPULATION, 2025, MILLION	MEDIAN AGE, YEARS	GDP, 2025, USD BILLION	SHARE OF MODERN RETAIL FORMATS	RETAIL TURNOVER, 2025, USD BILLION
Kazakhstan	**20.84** UN WPP	**29.7** UN WPP	**306.24** World Bank	**≈30%** INFOLine	**50.6** Kazakhstan BNS
Uzbekistan	**37.05** UN WPP	**27.0** UN WPP	**147.04** World Bank	**13–15%** INFOLine	**38.4** Uzbekistan Statistics
Kyrgyzstan	**7.30** UN WPP	**25.4** UN WPP	**22.62** World Bank	**13–15%** INFOLine	**12.4** Kyrgyzstan Statistics
Tajikistan	**10.79** UN WPP	**22.2** UN WPP	**17.66** World Bank	**n/a**	**≈6.6** (approximately) Statistics Agency data
Turkmenistan	**7.62** UN WPP	**26.9** UN WPP	**49.83** World Bank	**n/a**	**n/a**
Central Asia	**83.60** UN WPP	**26.7** UN WPP	**543.39** World Bank	**n/a**	**n/a**

Retail turnover converted into US dollars using 2025 annual-average exchange rates
Sources: official statistics and market research data.




TREND 1

Retail Spaces Are Becoming "Third Places" for Everyday Life

As more purchases move to marketplaces with the growth of e-commerce, stores are becoming places for product discovery, advice and human interaction. Shopping malls are evolving into multi-purpose destinations that combine retail, food, entertainment, sport and family leisure.

> "People's lives are not only about shopping. Families also need leisure, entertainment, meetings, social interaction, fitness and more. This naturally led to the lifestyle mall — or third-place — concept, where visitors can meet a wide range of needs."

DMITRY REVIN, CHAIRMAN OF THE UNION OF RETAIL REAL ESTATE DEVELOPERS OF KAZAKHSTAN AND CO-FOUNDER OF APORT MALLS

This approach has proved effective and has become an important way for offline retail to adapt to growing pressure from e-commerce.

This shift is also reaching grocery stores. Retail chains are bringing the "third place," beyond home and work, into their formats. For example, Magnum, SMALL (Kazakhstan) and the international SPAR franchise in Kazakhstan and Kyrgyzstan are adding seating areas and cafés. This turns stores into local destinations and supports additional shopping missions such as morning coffee, lunch and food to go.

This model raises the bar for customer experience management and requires physical spaces, digital services and the loyalty program to work together.

"Shopping centres across Central Asia are rapidly evolving from places to shop into fully integrated urban spaces for meeting, relaxing, dining and leisure. Data from Dostyk Plaza confirm this shift: in 2025, visitor interest in the food category increased from 80.7% to 82.5%, while interest in restaurants rose from 76% to 78.5%."

ALEXEY KHEGAY, PARTNER AT TSPM., KAZAKHSTAN

"At the same time, the role of loyalty programs is changing. They are moving beyond discounts and rewards to become tools for managing customer experience, behaviour and data. At TSPM, we have evolved from a traditional rewards model to a digital ecosystem. By developing our app and using data analytics, we re-engaged 100,000 previously active Dostyk Plaza visitors and generated KZT 2 billion in additional sales for the mall's tenants."

ALEXEY KHEGAY, PARTNER AT TSPM., KAZAKHSTAN

This makes measurement and financial accountability central to customer experience management.

"It is important to remember that customer experience initiatives must not only be measurable, but also form part of the financial performance model."

DMITRY MOREV, MARKETING DIRECTOR AT MECHTA.KZ, KAZAKHSTAN

The next step is to use data to manage the offline customer journey with digital-level precision.

"The key trend for the coming years will be a seamless customer journey in which physical spaces, digital services, personalisation and data work as one integrated system."

ALEXEY KHEGAY, PARTNER AT TSPM., KAZAKHSTAN

TREND 2

Loyalty Programs Are Becoming a Market Standard

Most major grocery retailers in the region have already launched loyalty programs. Competition is moving beyond simply having a program toward data quality, personalization, app usability and the program's ability to deliver measurable commercial results.

The markets are developing at different speeds, but industry experts and market leaders agree that loyalty programs are becoming an expected baseline standard across Central Asia.

> "Five years ago, a loyalty program was a sign of a large retailer. Today it is a basic requirement even for a local player, and not having one is already seen as falling behind."

ASSEM BOLATZHAN, FOUNDER OF MY POINT, KAZAKHSTAN

> "For a modern FMCG retailer in Kazakhstan, a loyalty program is no longer a competitive advantage; it is essential infrastructure."

YAKOV FISHMAN, CEO OF MAGNUM, KAZAKHSTAN

> "Loyalty programs have existed in Uzbekistan for more than ten years, but for a long time they were mainly available from the largest market players, such as Korzinka and Makro. Early mechanics were largely based on international experience, including Russian models. The market is now entering its next stage: each retailer is developing its own strategy and gradually making its loyalty program more sophisticated."

ELDAR ALIULLOV, FORMER HEAD OF LOYALTY AND CRM MARKETING AT MAKRO, UZBEKISTAN

LOYALTY PROGRAMS ACROSS CENTRAL ASIA / 1 OF 2

RETAILER	PROGRAM AVAILABILITY AND TYPE	CORE MECHANICS	KEY FEATURES
KAZAKHSTAN			
Magnum	Yes — points-based, hybrid, app-first	From 0.25% in points; up to 2,000 points per transaction; points can cover up to 90% of the transaction; 1 point = KZT 1	Personalized offers, coupons, promo codes, promotions, purchase history, themed clubs and gamification. The app also provides itemized digital receipts, a price checker and store information.
SMALL	Yes — Cookie Club, points-based and omnichannel	2% of the purchase value; 1 point = KZT 1; points can cover up to 40% of a purchase; points are valid for 180 days	One account across SMALL stores and the Small Food delivery app
Toimart	No	Short-term mechanics: promo codes printed on receipts, coupons for the next purchase and collectible promotions	Promotion-led model without a points balance
ANVAR	Yes — Caravan of Discounts points club	1–3 points for every KZT 100 spent; points can cover up to 50% of a purchase; minimum redemption is 100 points; points are valid for 12 months	Simple core mechanics plus higher bonus cashback in selected categories and on private-label products
Dina	Yes — Shañyraq Family Bonus Club	1 point per KZT 100 spent on groceries and 3 points per KZT 100 spent on home products; 1 point = KZT 1; points can cover up to 50% of a purchase	Different earn rates by category, family positioning and individual discounts
UZBEKISTAN			
Korzinka	Yes — Korzinka Plus, progressive points program	Base rate of 1%; an additional 1% for monthly spend above UZS 1.3 million and another 1% for quarterly spend above UZS 4.5 million; points are valid for 12 months	Additional points based on cumulative spend, a shared family account, and coverage across Korzinka, Mahalla and Korzinka Go
Havas	Yes — mobile points program	5,000 welcome points; points can be earned and redeemed	One QR code for payment and loyalty identification, automatic receipt submission for tax cashback, and coverage across the ecosystem, including Havas Taxi
Olma	No	The official website does not publish earn-and-redeem rules or describe a separate loyalty product	A notable example of a fast-growing retailer with more than 300 stores but no publicly described customer-identification loyalty program
Makro	Yes — points cashback	Up to 3%; 1 point = UZS 1	Personalized offers, surveys rewarded with points, a QR loyalty card and transaction history. Customers can link cards from Uzbekistan's national payment schemes, UZCARD and HUMO, to the app.
Baraka Market	Yes — mobile points program	From 1% to 5%; the earn rate depends on the customer's spend in the previous month	Levels and status tiers, plus detailed purchase history showing products, discounts and points

LOYALTY PROGRAMS ACROSS CENTRAL ASIA / 2 OF 2

RETAILER	PROGRAM AVAILABILITY AND TYPE	CORE MECHANICS	KEY FEATURES
KYRGYZSTAN			
Globus	Yes — progressive points program	For every KGS 100 spent: 1 point on transactions from KGS 800, 2 points from KGS 2,000, and 3 points from KGS 5,000; 1 point = KGS 1; points can cover up to 50% of a purchase	Double points on the customer's birthday and a 30% discount on selected own-production items
Dostor	Yes — promotion and engagement program	Personalized and customer-selected coupons, games and prize draws	Gamification and discounts instead of standard points cashback
Narodny	Yes — progressive points program	Per KGS 100 spent: 2 points for transactions of KGS 100–300, 3 for KGS 300–500, 4 for KGS 500–1,000, and 5 above KGS 1,000; 1 point = KGS 1; points can cover up to 50%; valid for five months	High base earn rate, separate offers for older and younger customers, and double points on birthdays
TAJIKISTAN			
Yovar	Yes — cashback, plastic card and mobile app	Card fee: TJS 25. Based on the previous month's spend: Standard — 1.5% at TJS 1–1,999; Premium — 2.5% at TJS 2,000–3,999; VIP — 3% from TJS 4,000; cashback can cover up to 100% of a purchase	Simple monthly status model, plus an additional 1% during the customer's birthday period
Paykar	Yes — points program, plastic card and mobile app	Per TJS 100 spent: 30 points for cash payment, 20 for bank-card payment, and 10 for QR or Salom card payment; 10 points = TJS 1; points can cover up to 10%; valid for 180 days	Earn rate depends on payment method; also includes discounts of up to 30% on more than 2,000 products, evening discounts on own-production items and a separate Care program
TURKMENISTAN			
Kämil Market	No	No public rules for earning, customer identification or redemption were found	Runs promotions, including collect-and-redeem campaigns
Halk Market	Yes — partner bank program	6% cashback when paying with a Rysgal MasterCard Maestro card: 3% from the bank and 3% from Halk Market; credited at month-end	Not a conventional retailer-owned loyalty program, but a bank-led coalition mechanic with a limited partner network

The author compiled these data from open sources to compare core program mechanics. The information may not reflect the latest changes.

Programme mechanics converge on the app: scan, pay, earn, redeem.

TREND 3

From Rewarding Purchases to Encouraging Target Behaviors

A loyalty program is increasingly expected to do more than return part of the purchase value. It helps encourage actions that create value for both the customer and the business: returning more often, trying a new category, leaving feedback or becoming active again after a break.

> **"Giving a discount on every purchase is the most expensive and laziest way to buy loyalty, because you also pay customers who would have come without it. The logic is now changing: the program rewards the desired behavior, not simply the purchase."**
>
> ASSEM BOLATZHAN, FOUNDER OF MY POINT, KAZAKHSTAN

Baraka Market in Uzbekistan provides a useful example. The retailer moved away from cashback based only on the value of one transaction and introduced a model in which purchases made in the current month determine the cashback rate for the next month. A progress bar in the app shows customers how close they are to the next level and encourages them to maintain purchase frequency.

At the same time, retailers are cautious about using the term "behavior management" and emphasize that customers remain free to choose.

> **"Our approach is to make choice easier and shopping more valuable, convenient and engaging. […] Gamification, partner promotions and personalized coupons are all tools for encouragement, not control."**
>
> YAKOV FISHMAN, CEO OF MAGNUM, KAZAKHSTAN

TREND 4

Personalization Is Becoming Everyday Practice

Large and mid-sized retailers are developing RFM and behavior-based segmentation, personalized offers, coupons, content and push notifications. The level of personalization varies: some companies are still defining customer scenarios, while others are moving toward decisions at the individual customer level.

> "For example, customers whose activity is declining receive one offer, new members receive another, and loyal shoppers in a specific category receive a third."

YAKOV FISHMAN, CEO OF MAGNUM, KAZAKHSTAN

Askona's case shows that connecting data creates value beyond customer communications:

> "We brought together data from all systems and, for the first time, saw each customer's journey from the first click to sleeping on a new mattress. We began to:
>
> - Segment audiences precisely by behavior and needs.
> - Understand when our message is genuinely relevant to the customer.
> - Build communication journeys that help rather than annoy.
>
> As a result, purchase frequency doubled."

SVETLANA BELAYA, HEAD OF BRAND MARKETING AND LOYALTY PROGRAMS FOR THE CIS AT ASKONA

Segmentation, timing and relevance — personalization is becoming an everyday operating practice, not a campaign.

TREND 5

Data Are Becoming the Loyalty Program's Core Asset

The volume of records alone does not create value. What matters is clean, connected data on purchases, returns, channels, responses to offers and points usage. A unified customer profile supports LTV and retention management, Next Best Action and Next Best Offer, assortment and pricing decisions, promotion evaluation, and closer integration between marketing, category management and inventory management.

> "Companies that learn to turn these data into decisions gain an advantage that competitors find difficult to copy."
>
> ASSEM BOLATZHAN, FOUNDER OF MY POINT, KAZAKHSTAN

> "Data also allow us to measure the real category uplift among participants in partner campaigns and have a more fact-based discussion about effectiveness."
>
> YAKOV FISHMAN, CEO OF MAGNUM, KAZAKHSTAN

The loyalty program therefore becomes part of the company's wider management decision-making system.

A unified customer profile is what turns record volume into decisions.

TREND 6

AI Is Moving from Chatbots to Predictive Models

Digital ecosystems already use AI in analytics, risk models, personalization and virtual assistants. Traditional retailers are more likely to test specific use cases and prepare to move from analyzing the past to predicting the customer's next action. Large local and international ecosystems already apply AI across key processes.

In its 2025 Annual Report, Kaspi.kz identifies AI and machine learning as the foundation of its virtual assistants, risk models and search personalization.

> "Working only with historical data today is like driving at speed while looking in the rear-view mirror. The future belongs to companies that stop pushing the customer through a pipeline and start managing the probabilistic network of their decisions. We are moving from linear models to Eulerian graphs — the approach that supports modern LLM models and also helps with predictive analytics. Instead of trying to repeat successful funnel and CJM patterns, we are moving toward probability management. A customer is always at a particular node in the graph: reading a refrigerator review, abandoning a basket or buying a smartphone. We can calculate the probability of moving between nodes and strengthen the most valuable paths."

DMITRY MOREV, MARKETING DIRECTOR AT MECHTA.KZ, KAZAKHSTAN

This approach can support Next Best Action, Next Best Offer and O2O omnichannel management, as well as loyalty program development, retention and LTV management, supply chains, category management and revenue growth.

AI alone, however, is not enough: the company must be able to carry out the action recommended by the model at the right time and measure the result.

> “The constraint is not technological but managerial: without reliable data and people who understand the business domain, AI delivers no results.”
>
> ASSEM BOLATZHAN, FOUNDER OF MY POINT, KAZAKHSTAN

> “The future of retail will not be defined by who has more AI, but by who can integrate it into a single customer journey.”
>
> ADILZHAN ALKENOV, CHIEF INFORMATION OFFICER AT MECHTA.KZ, KAZAKHSTAN

> “The main constraint on AI adoption is data and business-process readiness. This includes a unified customer context, end-to-end data, connected channels, operational execution, an Order & Delivery Management System, end-to-end analytics tools, a Data Lake and an orchestration layer. Operational execution is especially important: identifying the next best action is not enough. The company must be able to deliver it at the right time, through the right channel, and then measure the result.”
>
> ADILZHAN ALKENOV, CHIEF INFORMATION OFFICER AT MECHTA.KZ

Predictive models only pay off when the organisation can act on the recommendation and measure the result.

TREND 7

Gamification Is Becoming a Commercial Tool

In Central Asia, gamification is gradually moving beyond entertainment marketing and becoming part of behavioral design. Its maturity is measured not by how attractive the game looks or how many people join, but by changes in purchase frequency, average transaction value, sales in target categories, repeat purchases, retention and app engagement.

> "Gamification as an ongoing tool — mobile games that have already become part of our regular operations — provides a recurring reason for emotional engagement and target purchases. More than 250,000 players engage with gamification in Magnum Club. For offline retail in Kazakhstan, this is a significant figure."
>
> YAKOV FISHMAN, CEO OF MAGNUM, KAZAKHSTAN

The game is no longer an end in itself. It becomes part of behavioral design: target action, feedback, progress or reward, and motivation for the next action.

GAMIFICATION IN MARKET / SELECTED CASES

YEAR	RETAILER	MECHANIC	BUSINESS IMPACT
2026	**Magnum, Kazakhstan's No. 1 FMCG retailer**	The Batyrlar mobile game: characters from Kazakh legends fight human vices. Every KZT 3,000 in a transaction generates a promo code worth one extra "life," with up to five codes per purchase. Extra opportunities come from special tasks and purchases of partner products, while an advent calendar offers daily prizes.	Higher transaction value; sales of partner products; more frequent app use; stronger emotional connection with the brand through national cultural imagery
2024–2026	**Dostor, FMCG discounter, Kyrgyzstan**	Launch of a mobile app with built-in gamification. The game character Dosik, a snow leopard, invited users on a virtual journey around Kyrgyzstan, where they earned coupons for products at special prices. New games followed.	More than 100,000 Google Play installs; more frequent app use; stronger emotional connection with the brand
2026	**Globus, FMCG retailer, Kyrgyzstan**	An ongoing match-three game: members collect combinations and stars, then exchange them for discount coupons. Three free attempts are available each day; additional attempts and boosters can be purchased with loyalty points.	More frequent app use; redemption of accumulated points; repeat-purchase motivation through coupons; stronger emotional connection with the brand

TREND 8

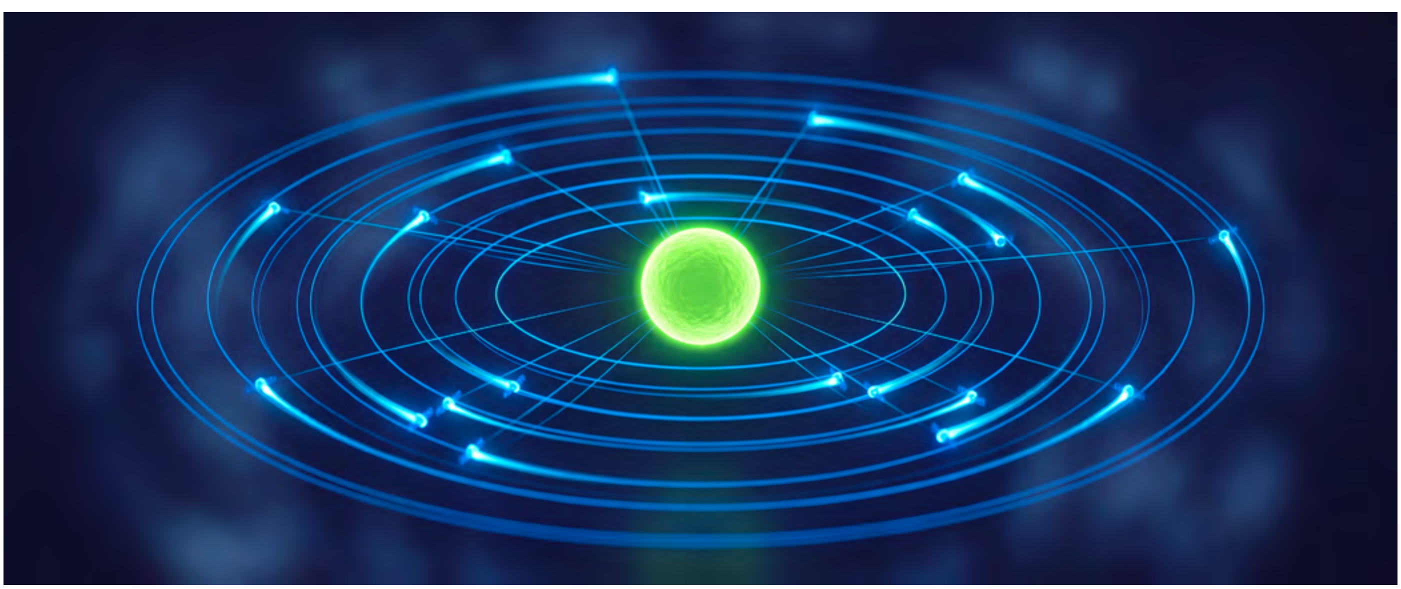
Ecosystems Are Reshaping Loyalty Programs

One of the most visible trends in Central Asia is the integration of separate businesses and services into ecosystems. In this region, ecosystems are most often built around fintech. Banking and payment apps already have identified audiences, transaction data and high usage frequency, making them natural platforms for marketplaces, delivery, travel, government and partner services. The loyalty program becomes ecosystem-wide, connecting different customer scenarios within one digital environment.

ECOSYSTEMS OF THE REGION / PLATFORMS AND SCALE

COUNTRY AND ECOSYSTEM	CORE PLATFORM AND MAIN SERVICES	SCALE INDICATOR
Kazakhstan — Kaspi.kz	Payments, marketplace, credit and instalments, travel and partner services. Kaspi Bonuses connect several services within the ecosystem.	15.7 million monthly active users on average in 2025
Kazakhstan — Halyk	The fast-growing ecosystem of the country's largest bank: Halyk Super App, payments, banking, investment and lifestyle services, Halyk Market and a loyalty program	8.5 million monthly active Halyk Super App users on average in Q1 2026
Uzbekistan — Uzum	Marketplace, logistics and delivery, payments, banking, lending and BNPL	More than 20 million users by the end of 2025
Kyrgyzstan — MBANK and O!	Banking, payments, telecom, commerce, instalments, travel, government and digital services. Loyalty programs include MBonus and O!Bonus.	MBANK — 3.8 million customers by June 2026
Tajikistan — Alif and DC Next	Payments, transfers, cards, instalments, marketplaces, tickets, utilities and government services	17.7 million registered e-wallets at the end of 2025; this is not the number of unique users, as many people hold more than one wallet
Turkmenistan — Çapar Pay and state banking apps	Payments, utilities, telecom, transport tickets and digital content	Early stage of development; comparable public data on mass-market audiences remain limited

Sources: Kaspi.kz, Halyk Bank, Uzum, S&P Global Ratings on MBANK, *and the* National Bank of Tajikistan.



> **"Halyk Market is expanding the ecosystem by developing new services and customer scenarios. For us, the loyalty program is therefore no longer a separate product, but a mechanism that connects all services. The more needs a customer can meet within one loyalty system, the more valuable it becomes."**

ALISHER YELYUBAYEV, CEO OF HALYK MARKET, KAZAKHSTAN

An ecosystem's success also depends on physical infrastructure:

> **"Behind the attractive front end of a super app is a much less visible layer, and this is what determines whether e-commerce can succeed in a country: last-mile logistics, pickup-point networks, returns and cross-border flows. This bottleneck is particularly clear in Central Asia. Given our distances and population density, home delivery is often not economically viable, while pickup points are."**

ASSEM BOLATZHAN, FOUNDER OF MY POINT, KAZAKHSTAN

Traditional offline retailers are still less likely to build cross-industry ecosystems. A more common path is to connect stores, delivery, the mobile app and the loyalty program, and to integrate with established financial and technology ecosystems to award points for partner actions or run cross-marketing campaigns.

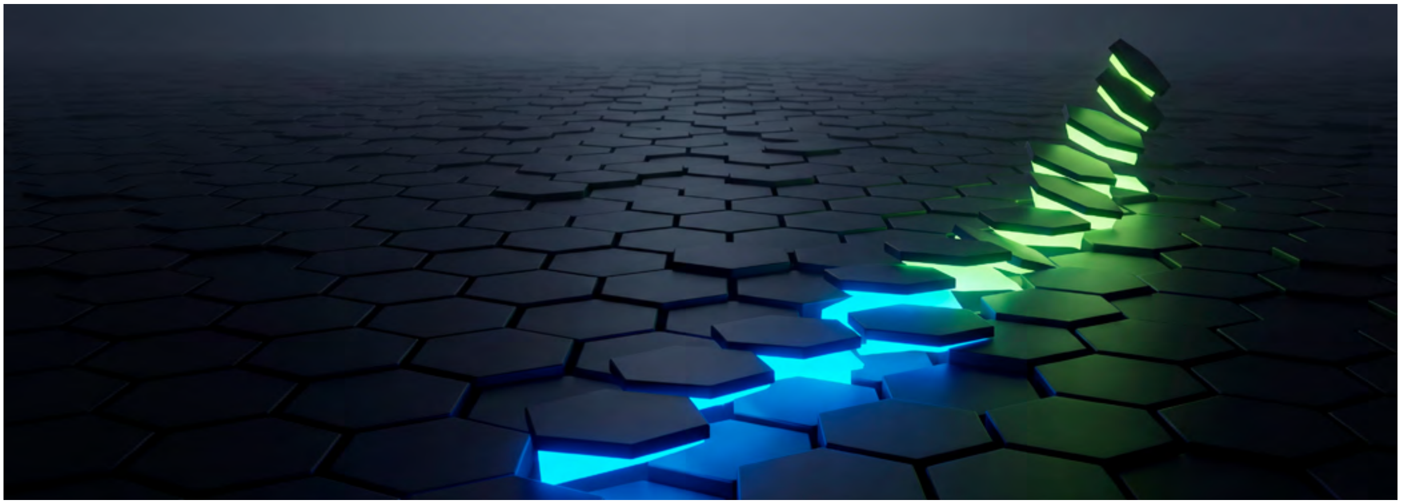
IN CLOSING

Central Asia: The Near-Term Outlook

Loyalty programs are no longer standalone marketing tools; they are becoming part of the business architecture. Competitive advantage will not belong to the companies offering the highest cashback, but to those that connect data, customer experience, personalization, analytics, partner ecosystems and business economics.

It is therefore more accurate to speak not only about loyalty programs, but about Customer Value Management: moving from rewards for past purchases to long-term, mutually valuable customer relationships. This shift is already under way in Central Asia and is shaping new customer experience and loyalty practices.

> "Competitive advantage will not belong to the companies offering the highest cashback, but to those that manage customer value best."



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