

DEVELOPMENT OF DIGITAL MARKETING IN UZBEKISTAN

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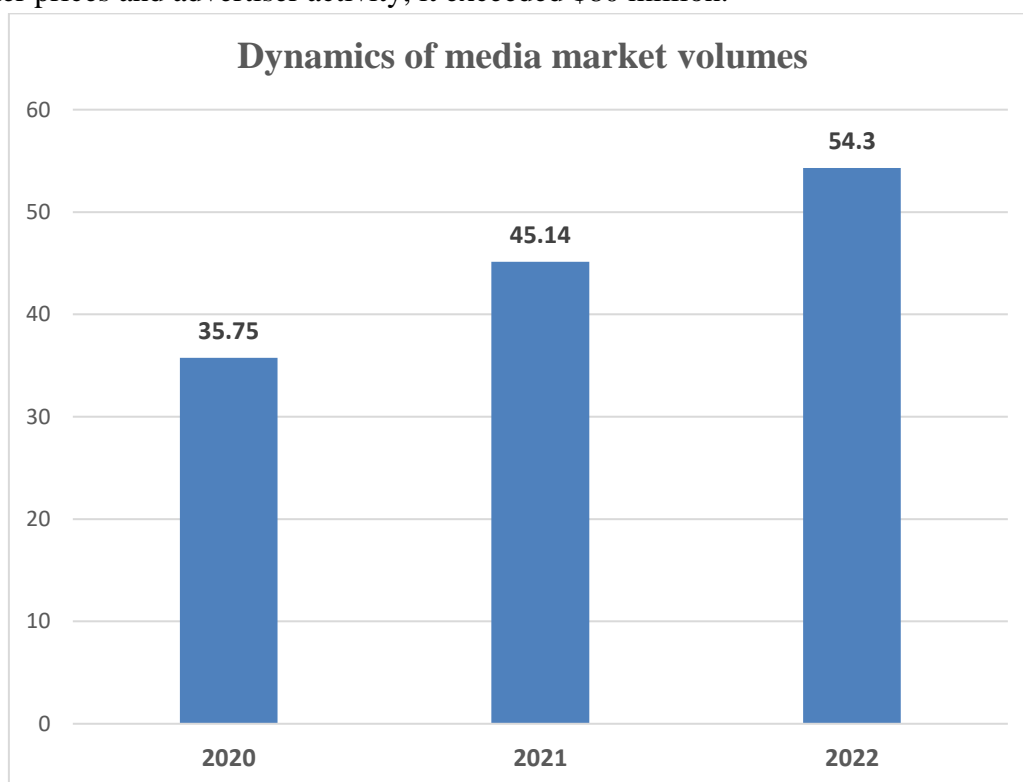
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Abstract:

In this article discusses about development of digital marketing in Uzbekistan.

Keywords: digital marketing, marketing digital, economics.

The media market has been growing by 20–25% in Uzbekistan every year. In 2022, there was an increase in the volume of investments in the market of Uzbekistan - up to +19%. If in 2021 the market volume amounted to more than \$60 million, then already in 2022, against the backdrop of higher prices and advertiser activity, it exceeded \$80 million.

***The volume of investments in the media market, million USD.***

In the Uzbek market, investments in traditional advertising distribution platforms like the press, outdoor advertising, and radio are being reduced. In Uzbekistan, 97.3% of the population watches TV, and this is perhaps the most TV-oriented country in the CIS. Investments in TV advertising are growing rapidly, from \$15 million in 2017 to \$55 million in 2022. Despite active digitalization in Uzbekistan, this channel occupies a leading role in the total media market—64% in 2022.

Digital channels—media, search, and targeted advertising are in second place. Before learning this segment in detail, let us take a closer look at some valuable context relating to Uzbekistan's population. At the start of 2023, the total population of Uzbekistan was 34.90 million people. According to data, the population of Uzbekistan increased by 549 thousand (+1.6%) between 2022 and 2023. Uzbekistan has a female population of 50.0% and a male population of 50.0%. At the beginning of 2023, urban areas housed 50.6% of Uzbekistan's population, while rural areas housed 49.4%.

27 is the median age of Uzbekistan's population.

Here is how Uzbekistan's total population breaks down by age group:

- 11.2 percent are between the ages of 0 and 4.
- 15.4 percent are between the ages of 5 and 12.
- 8.3 percent are between the ages of 13 and 17.
- 10.3 percent are between the ages of 18 and 24.
- 17.2 percent are between the ages of 25 and 34.
- 14.4 percent are between the ages of 35 and 44.
- 10.3 percent are between the ages of 45 and 54.
- 7.8 percent are between the ages of 55 and 64.
- 5.2% are over the age of 65.

**Percentages may not sum to 100% due to rounding.*

The digital segment has grown from 3% in 2017 to 22% in 2022. In January 2023, Uzbekistan had 26.74 million internet users. At the beginning of 2023, the internet penetration rate in Uzbekistan was 76.6% of the total population. According to Kepios's analysis, internet users in Uzbekistan increased by 421 thousand (+1.6 percent) between 2022 and 2023.

Social networks and messengers are the main channels of communication and information in the country. The most inclusive is Instagram with 4.20 million registered users. The most downloaded messenger is Telegram with almost 18 million users. Most of the online life of an Uzbek is concentrated in this messenger: they read the news, order goods, conduct business correspondence, and communicate with relatives and friends. In some areas, it is the only source of information. Telegram posts play an inclusive role and have a "viral effect".

In addition, the number of Uzbek Facebook users is rising. According to Meta's published data, 1.65 million people use Facebook in Uzbekistan as of early 2023. Moreover, Meta published that between 2022 and 2023, Facebook's potential ad reach in the country rose by 100 000 (+6,5%).

These statistics show that digital marketing is actively growing in Uzbekistan. Business owners more and more spend money on advertising their products or services on the Internet.

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