









A new energy is rising in Almaty –  
where fashion meets nature, and international ambition shapes a new retail horizon.

# Kazakhstan: Country and Retail KPIs



With its rapidly growing economy, Kazakhstan has become an increasingly attractive destination for foreign investors – supported by strong government backing, tax incentives, and streamlined development processes. Its strategic location between Europe and Asia further positions the country as a natural gateway for international tourism.





An aerial photograph of a city at dusk, with mountains in the background. The city is illuminated with lights, and the sky is a mix of orange and blue. The text is overlaid on the left side of the image.

# +8-10%

Kazakhstan's retail market experiences strong and consistent **growth annually**, reflecting increasing consumer spending and investment opportunities.

# ~5%

A stable and rising economy supports a favorable environment for retail expansion and consumer confidence annually.

# 19M

A substantial and affluent urban population within the region drives strong retail demand annually (2.3 million living in Almaty).

# 15M+

Primarily tourists and business travelers from Russia (41%), China, and India visit annually, making the outlet a key destination for international shoppers.



# Key Retail Trends in Almaty



Almaty's current retail landscape is dominated by large-scale players with a family- and leisure-oriented focus, yet lacking a distinct positioning. The offer is primarily composed of mass-market sports and apparel brands. Despite this, strong footfall and high occupancy rates reveal a significant demand for higher-quality, better-positioned retail experiences.



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Outlet shopping is gaining popularity  
(limited or no competition in Almaty)

Demand for international brands  
(Zara, Nike, Adidas, and other players are already present  
in Kazakhstan)

Mixed-use developments (retail + leisure) perform best

E-commerce is growing, but physical  
retail remains dominant

International brands and distributors need qualified outlet  
spaces to offload unsold full-price stock, which often  
cannot be destroyed or returned



# Project Overview and Key Highlights



As the first dedicated outlet project in Kazakhstan, Almaty Hillside Outlet emerges as a high-potential retail destination – leveraging its strategic proximity to the airport, the country’s expanding consumer market, and a growing appetite for international brands.





High visibility near Almaty International Airport, serving tourists, business travelers, and local residents

An attractive retail-mix destination (fashion, sports, accessories), food court & leisure

Modern architectural design with open-air and covered walkways, high-end façade with digital signage

Easy airport access, multi-level underground parking, shuttle bus service

Family-friendly environment with dedicated areas for kids, leisure and shared experiences







# Market Reach

## 4km

Conveniently located just 4 km from the vibrant heart of Almaty city.

## 14.2 km

A short 14.2 km trip from Almaty International Airport ensures easy access for travelers.

## 6–7 km

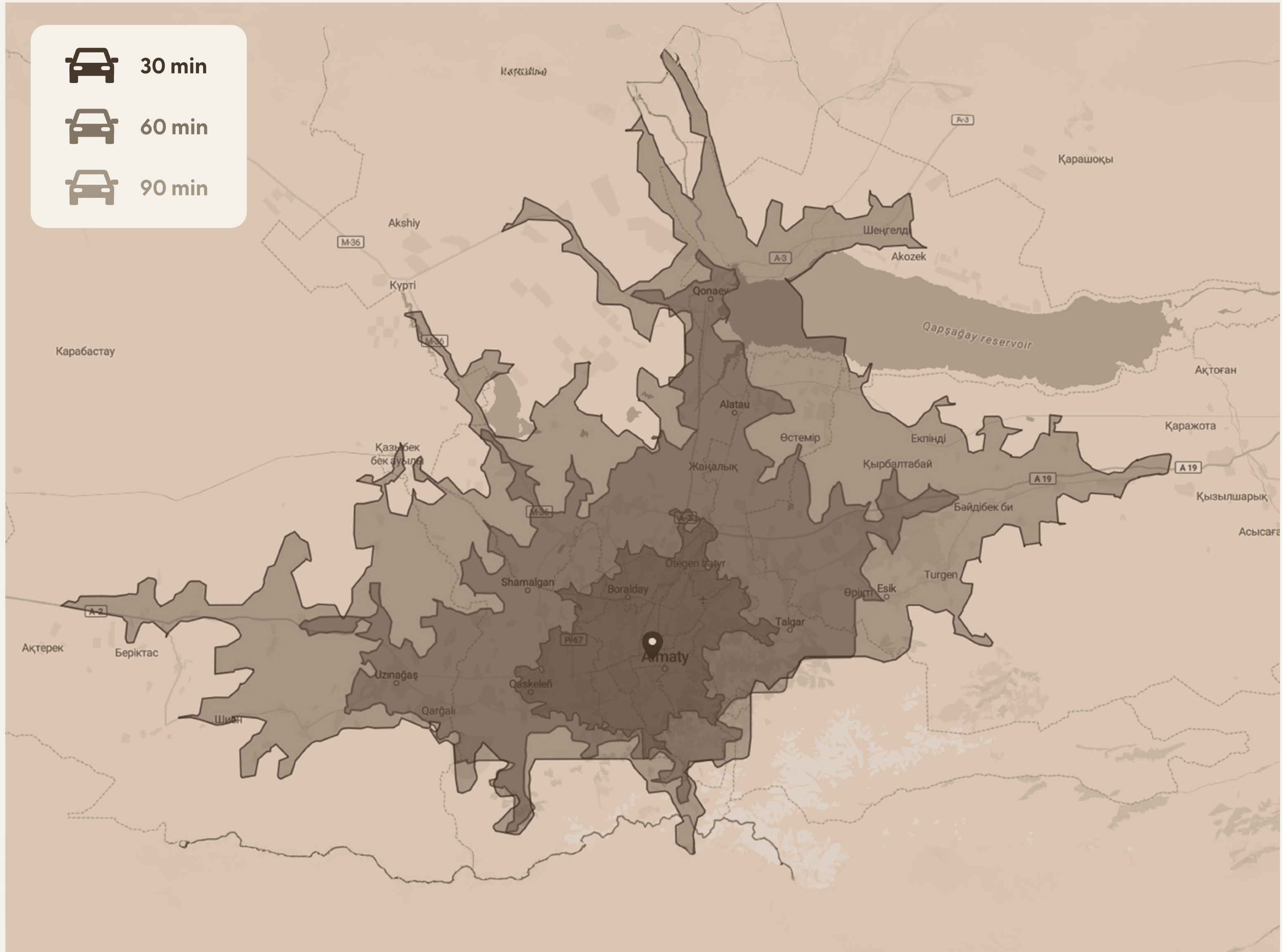
Only 6 to 7 km away from the main train station, connecting the outlet to regional transit hubs.



Almaty Hillside Outlet benefits from a strong primary catchment area, reaching **over 2 million local residents** – value-driven shoppers actively seeking branded discounts – and **11 million annual airport passengers**, including international tourists and transit travellers looking to optimise their waiting time with premium shopping experiences.







# 30 min.

## 2 million residents

Almaty Hillside Outlet benefits from a robust primary catchment area that serves over 2 million local residents—shoppers actively seeking discounts and international brands.

# 60 min.

## 3 million residents

The outlet’s strategic location ensures access to a dense, affluent urban population within a 30- to 60-minute drive, extending to 3 million residents including Almaty city outskirts.

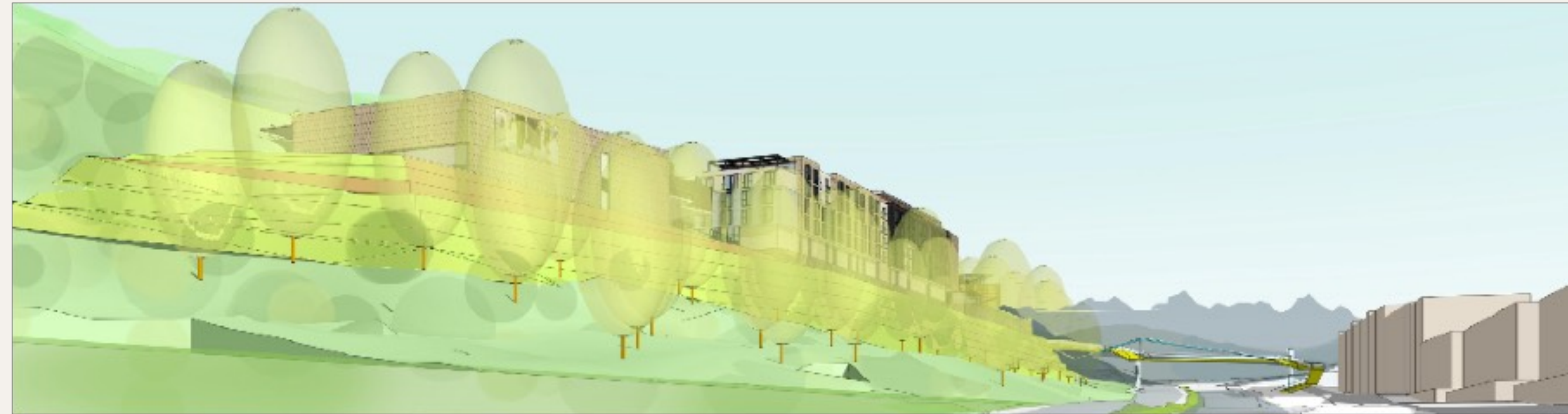
# 90 min.

## 3.2 million residents

The catchment expands further to 3.2 million residents within 90 minutes, encompassing the greater Almaty region and surrounding suburban hubs.



Almaty Hillside Outlet will be developed in two distinct phases. **Phase 1** will focus primarily on retail, F&B, and leisure, while **Phase 2** will introduce a mixed-use extension with a hotel and office complex – completing the commercial offering and establishing the outlet as a true lifestyle destination.



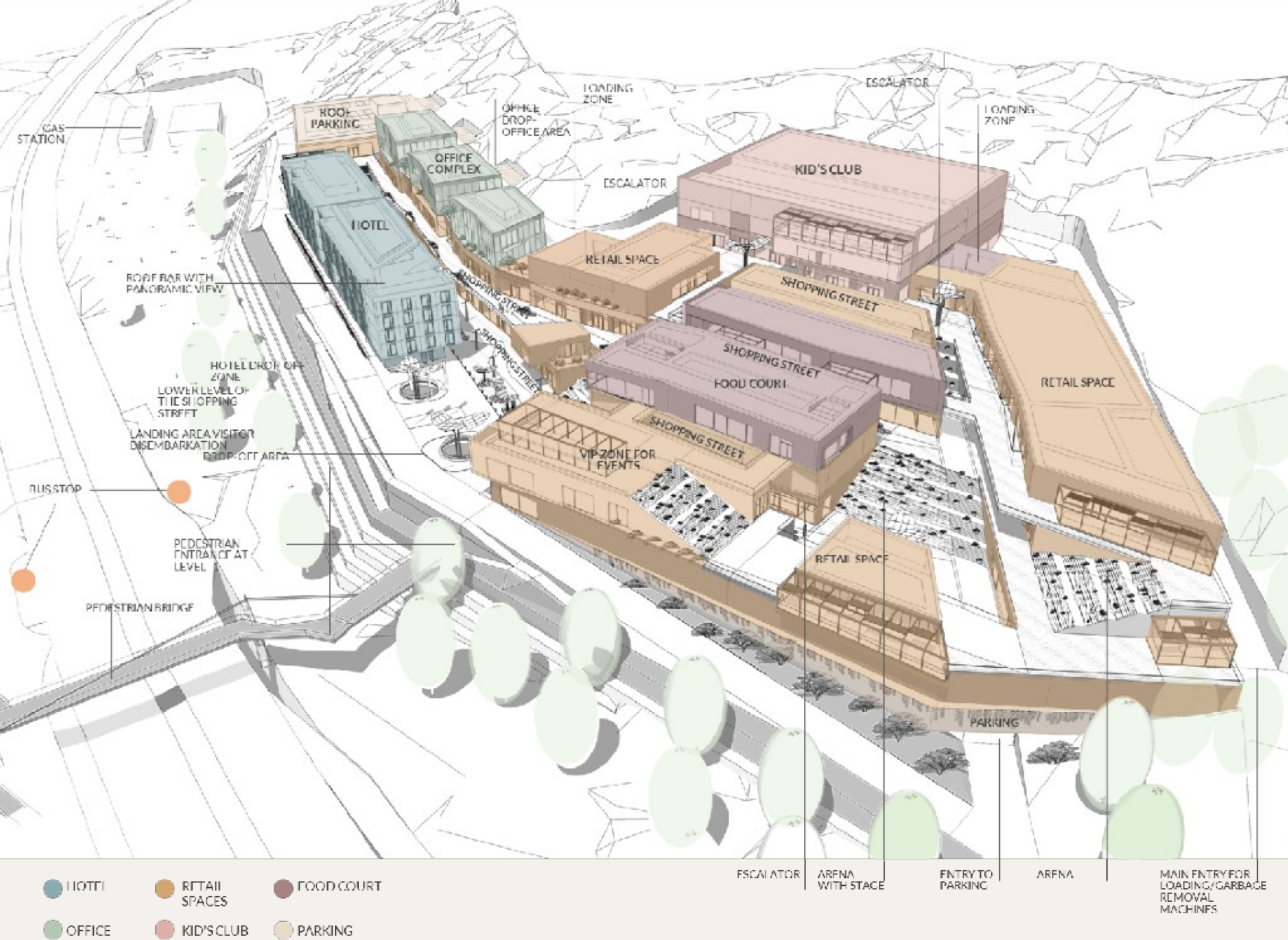


**Area:**  
GLA 25,000 sqm

**Retail:**  
GLA 17,000 sqm, with 80 stores (fashion, sport, accessories)

**F&B:**  
3,500 sqm (food court, cafes, restaurants)

**Leisure:**  
3,500 sqm (kids' club, events area)





# How to do Business & Key Steps to enter the market



Kazakhstan offers a uniquely favourable business climate in Central Asia – driven by a growing retail sector, attractive tax incentives, and investor-friendly policies that make it a compelling destination for international development.





## Tax Incentives

Companies registering with the Astana International Finance Center (AIFC) benefit from significant tax breaks and financial advantages.

## Simplified Business Setup

Foreign brands can fully own their business and receive dedicated support from AIFC to simplify the setup process.

## Legal Entity Setup

International retailers can operate in Kazakhstan without intermediaries, thanks to clear and streamlined legal procedures.

## Local Partnership

Partnering with local entities helps ensure smoother operations and faster integration into the market.



Gallery



SHOPPING BOULEVARD  
FLOOR 1







SHOPPING STREET  
UPPER LEVEL



LANE 2 / RETAIL PROMENADE  
LEVEL 1









PASSENGER DROP-OFF ZONE





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