

## DEVELOPMENT TRENDS AND ANALYSIS OF REGIONAL RETAIL TRADE TURNOVER

**Kenjayeva Sabohat Safarovna**

3<sup>rd</sup> year student of the “Economics” department of Termiz State University  
[safarovna04@gmail.com](mailto:safarovna04@gmail.com)

**Abstract:** This article analyzes the development of retail trade turnover in the Surkhandarya region of Uzbekistan from 2010 to 2024. The data reveals a consistent growth, increasing from 1,321.3 billion soums to 24,883.2 billion soums, a nearly 19-fold increase. Key drivers include rising consumer spending, the expansion of retail outlets, favorable entrepreneurial policies, the growth of e-commerce, and the digitalization of payment systems. Despite a slight slowdown during the 2020-2021 pandemic, the period 2022-2024 saw the highest growth. Future strategies should prioritize developing digital trade platforms, improving domestic logistics, and expanding interregional trade relations.

**Keywords:** Surkhandarya, Retail Trade Turnover, Regional Development, Economic Growth, E-commerce, Consumer Spending, Uzbekistan, Logistics System, Digitalization

### INTRODUCTION

As a result of the deepening of market relations, the liberalization of the economy and the expansion of entrepreneurial activity, the retail sector in our country is developing rapidly. The growth of incomes, improvement of infrastructure and the effective establishment of logistics systems directly affect the volume of trade turnover in the regions. In particular, the regional trade network plays an important role in ensuring economic stability, satisfying consumer needs and increasing the level of employment.

Today, one of the urgent tasks is to analyze the development rates and structural changes in retail trade turnover by region, identify existing opportunities and problems and develop proposals to eliminate them. This article provides an in-depth analysis of the growth dynamics of retail trade turnover in the regions, its shaping factors and development trends.

#### 1. THE MAIN PART

In order to support the effective functioning of the retail system and its territorial development, a number of regulatory legal acts have been adopted in the Republic of Uzbekistan, which are the main regulatory instruments in this area. In particular, the Law of the Republic of Uzbekistan “On Competition” (new edition, 2021) serves to ensure a free competitive environment in the retail market and prevent monopoly situations. The Law “On Consumer Rights Protection” plays an important role in regulating the activities of retail entities, guaranteeing product quality and safety. In addition, the Strategy for the Development of the Trade and Services Sector for 2023–2026, approved by the Presidential Decree No. PQ–456 dated December 21, 2022, provides for the development of modern retail infrastructure in the regions, the expansion of e-commerce, and the improvement of logistics systems.

Also, the activities of trade networks are determined on the basis of the Regulation “On Regulation of Domestic Trade Activities”, approved by Resolution No. 459 of the Cabinet of Ministers of the Republic of Uzbekistan dated July 29, 2020, and this regulation serves as a practical legal basis for the implementation of regional trade policy. The above regulatory documents are of great importance in ensuring the stable and consistent development of regional retail trade turnover. Within the framework of these laws and resolutions, it is possible to conduct an in-depth analysis of the territorial structure of the retail network and develop a development strategy.

It can also be seen from the regulatory and legal framework that research on the development of retail trade turnover by region is needed (Table 1).

Table 1

Retail trade turnover of Surkhandarya region (billion soums)<sup>1</sup>

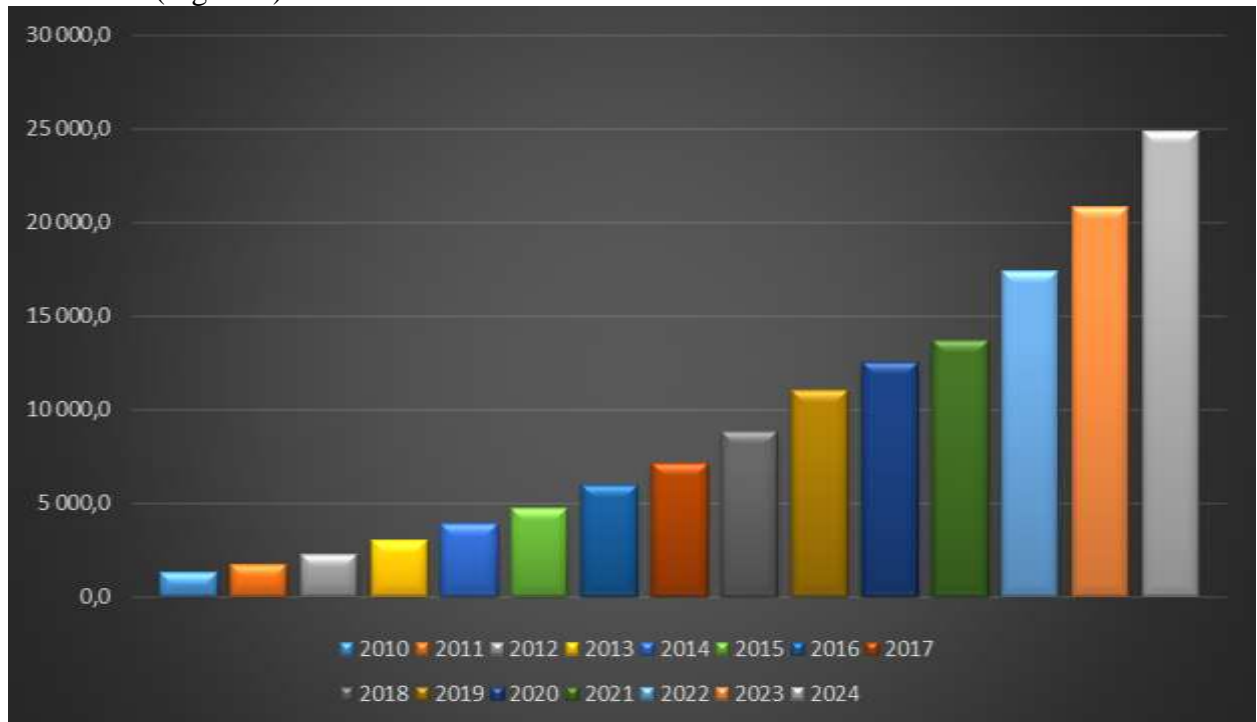
Years	Retail trade turnover of Surkhandarya region (billion soums)
2010	1 321,3
2011	1 760,9
2012	2 280,0
2013	3 070,4
2014	3 894,9
2015	4 766,4
2016	6 015,1
2017	7 149,0
2018	8 846,2
2019	11 055,7
2020	12 545,8
2021	13 737,4
2022	17 428,5
2023	20 845,7
2024	24 883,2

Based on the following statistical data, retail trade turnover in Surkhandarya region developed with consistent growth rates from 2010 to 2024, during which this indicator reached from 1,321.3 billion soums to 24,883.2 billion soums. This represents an almost 19-fold increase over the past 15 years. These indicators indicate the stable development of retail trade in the region.

Between 2010 and 2015, a steady growth in retail trade turnover was observed in the region. The indicator, which amounted to 1,321.3 billion soums in 2010, reached 4,766.4 billion soums by 2015. During this period, an average annual growth of 25–35% was recorded. The main factors driving this growth are increasing consumer spending, the number of retail outlets and markets, and the opportunities created for entrepreneurial activity. In 2016–2019, growth accelerated further. In 2016, the turnover amounted to 6,015.1 billion soums, while by 2019 this figure had reached 11,055.7 billion soums. Over these four years, the volume of retail trade has increased almost 2-fold. During this period, the infrastructure for trade and services in the regions has actively developed, logistics networks have expanded, and the population's ability to purchase goods on credit has improved. Although 2020–2021 coincided with the pandemic, no negative changes were observed in retail trade, but rather the growth rate continued with a slight decrease. In 2020, retail trade turnover amounted to 12,545.8 billion soums, and in 2021, it amounted to 13,737.4 billion soums. The relatively low growth rate in these years was due to the reduction in trade activity and movement restrictions during the pandemic. 2022–2024 was the peak growth period for the retail sector in Surkhandarya region. In 2022, the turnover amounted to 17,428.5 billion soums, in 2023 - 20,845.7 billion soums, and in 2024 - 24,883.2 billion soums. An average annual growth of 3–4 trillion soums was recorded during these years. During this period, the development of electronic forms of trade, an increase in the number of shopping centers and

<sup>1</sup> <https://www.surxonstat.uz/uz/rasmiy-statistika/macro-indicators-2>.

supermarkets, and the digitization of payment systems contributed to the rapid development of retail trade (Figure 1).



**Figure 1. Analysis of retail trade turnover in Surkhandarya region (billion soums)<sup>2</sup>**

In conclusion, retail trade turnover in Surkhandarya region has developed consistently and gradually over the period 2010–2024. This process indicates that the economic potential of the region is increasing, the consumption opportunities of the population have expanded, and the state policy aimed at supporting retail trade has yielded positive results. In order to maintain this trend in the future, it is important to develop digital trading platforms, improve the internal logistics system, and expand interregional trade relations.

## 2. CONCLUSION.

In conclusion, the retail trade turnover in the Surkhandarya region has developed steadily and progressively from 2010 to 2024. This growth reflects the increasing economic potential of the region, the expansion of consumer opportunities, and the positive outcomes of state policies supporting retail trade. To sustain this trend, future efforts should focus on developing digital trade platforms, improving the domestic logistics system, and expanding interregional trade relations.

## REFERENCES:

1. Coe N. The internationalization/globalization in retailing, towards an economic-geographical research agenda. *Environment and Planning A*, 2007, no. 36, pp. 1571–1594.
2. Demirkan H., Spohrer J. Developing a framework to improve virtual shopping in digital malls with intelligent self-service systems. *Journal of Retailing and Consumer Services*, 2014, vol. 21, no. 5, pp. 860–868.
3. Gomez-Herrera E., Martens B., Turlea G. The drivers and impediments for cross-border e-commerce in the EU. *Information Economics and Policy*, 2014, vol. 28, pr. 83–96.
4. Herhausen D., Binder J., Schoegel M., Herrmann A. Integrating Bricks with Clicks: Retailer-Level and Channel-Level Outcomes of Online-Offline Channel Integration. *Journal of Retailing*, 2015, vol. 91, iss. 2, pp. 309–325.

<sup>2</sup> Author's development

5. Bazhenov Yu.K. *Roznichnaya trgovlya v Rossii: monografiya*. M.: INFRA-M, 2019. 239 s.
6. Bolychev O.N. Opyt ekonomiko-geograficheskogo analiza differenciacii subektov RF po urovnyu i dinamike razvitiya roznichnoy trgovli // *Vestn. Balt. fed. un-ta im. I. Kanta. Ser.: Estestvennyye i medicinskie nauki*. 2018. № 1. S. 19–29.
7. *Sovremennoe sostoyanie, problemy i puti resheniya regionalnoy roznichnoy trgovli na primere Permskogo kraya* / V.G. Burmistrov [i dr.] // *Rossiyskoe predprinimatelstvo*. 2018. T. 19. № 3. S. 789–800.
8. Vasilchuk E.S. Rol roznichnoy trgovli v ekonomicheskom razvitii regiona // *Innovacionnaya ekonomika: perspektivy razvitiya i sovershenstvovaniya*. 2017. № 1 (19). S. 49–54.
9. Goryaninskaya O.A., Malahov R.G. *Roznichnye trgovnye seti kak faktor regionalnogo razvitiya* // *Fundament. issled.* 2016. № 11. S. 367–372.
10. Ivanova E.A. *Sovremennoe sostoyanie i tendencii razvitiya produktovogo riteyla v Rossii* // *Vestn. Taganrog. in-ta upravleniya i ekonomiki*. 2018. № 1. S. 23–27.
11. Kaluzhskiy M.L. *Revolyuciya setevoy ekonomiki: roznichnaya trgovlya* // *EKO*. 2015. № 1 (487). C. 159–173.
12. Kirillova T.V. *Formy koncentracii trgovogo kapitala i sozdaniya setevykh struktur v Rossiyskoy Federacii* // *Prakticheskiy marketing*. 2017. № 2-1 (240-1). S. 31–37.
13. Krasilnikova E.A., Nikishin A.F. *Regionalnyy riteyl Rossiyskoy Federacii: tendencii i perspektivy* // *Rossiyskoe predprinimatelstvo*. 2018. T. 19. № 3. S. 763–774.
14. Mayorova E.A. *Analiz razvitiya setevoy trgovli v regionah Rossii* // *Azimut nauchnykh issledovaniy: ekonomika i upravlenie*. 2019. T. 8. № 1 (26). C. 216–218.
15. Panasenko S.V., Stukalova I.B., Mazunina T.A. *Napravleniya razvitiya sovremennoy roznichnoy trgovli* // *Rossiyskoe predprinimatelstvo*. 2018. T. 19. № 3. S. 599–608.
16. Panyukova V.V. *Evolyuciya roznichnoy trgovli i formirovanie ee integriruyushey roli v XXI veke: monografiya*. M.: Kreativnaya ekonomika, 2017. 194 c.
17. Prokopeva I.E., Yakovleva A.V. *Upravlenie innovatsiyami v roznichnoy trgovoy seti regiona* // *Sovremennyye problemy nauki i obrazovaniya*. 2014. № 5. URL: <https://science-education.ru/pdf/2014/5/15046.pdf>
18. Uskova T.V., Popova O.I., Voroncova T.V. *Potrebitelskiy rynek goroda: sostoyanie i perspektivy: monografiya*. Vologda: ISERT RAN, 2012. 111 c.
19. Cheglov V.P. *Upravlenie formirovaniem i razvitiem integrirovannykh trgovykh sistem v Rossii: avtoreferat dis. ... d-ra ekon. nauk: 08.00.05*. M., 2017. 47 s.
20. *Sovremennoe sostoyanie rynka roznichnoy trgovli* / N.M. Chernysheva [i dr.] // *Tehnika i tehnologiya pischevykh proizvodstv*. 2017. T. 47. № 4. S. 145–151.
21. *Socialno-ekonomicheskie problemy lokalnykh territoriy: monografiya* / T.V. Uskova [i dr.]. Vologda: ISERT RAN, 2013. 196 c.