

Economic Analysis of the Construction Market “Urikzor” in Tashkent: Results of a Survey of Sellers

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Abstract: The article presents the results of a survey of 80 sellers at the Urikzar building market in Tashkent, aimed at analyzing the economic state of trade in building materials. The study covers product categories (wallpapers, paints, tools, lighting, small items, parts), incomes, expenses, seasonality, demographics of sellers and buyers, and currency preferences. The most profitable segments (tools, wallpapers) and problem areas (losses in small goods) are identified. Recommendations for business optimization are proposed amid the growth of Uzbekistan's construction sector.

Key words: building market, Urikzar, Tashkent, sellers' income, sales seasonality, building materials, Uzbekistan economy.



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The **Urikzor Construction Market**, located in the Uchtepa District of Tashkent, in the Yusuf Sakkokiy mahalla near the Tashkent Ring Road, is one of the largest markets in the capital. It offers a wide range of construction materials, as well as clothing and footwear. The market operates daily from 08:00 to 18:00 and attracts customers due to its affordable prices and product diversity. It plays a significant role in supplying not only Tashkent but also other regions of Uzbekistan, thereby contributing to the development of the construction sector, which accounts for approximately 6% of the country's GDP and demonstrates steady growth of 5.8% in 2025.

As part of an academic study, a survey of 80 sellers (out of the planned 100) was conducted. The objective was to examine demographic characteristics, income and expenditure levels (including rent, electricity costs, and reinvestment), sales seasonality, and preferences regarding the currency used in transactions. Data were collected through questionnaires and supplemented with official statistical sources.

An analysis of product categories revealed substantial differences in profitability. Wallpapers exhibit high profitability, with daily profits often exceeding 10 million Uzbek soums due to stable demand and a wide assortment; peak sales occur during the summer period. Paint and varnish materials generate up to 5–10 million soums per day, with maximum sales in spring and summer. Small construction items (such as nails and screws) demonstrate year-round demand, though profits do not exceed 5 million soums per day. Lighting products (chandeliers, LED strips) are actively sold from May to November, generating income of up to 10 million soums daily. Tools

emerged as the most profitable category, with daily profits reaching up to 40 million soums; sales peak in summer, and all respondents reported positive profitability. Spare parts proved to be the least profitable category, with a maximum daily profit of 4.5 million soums.

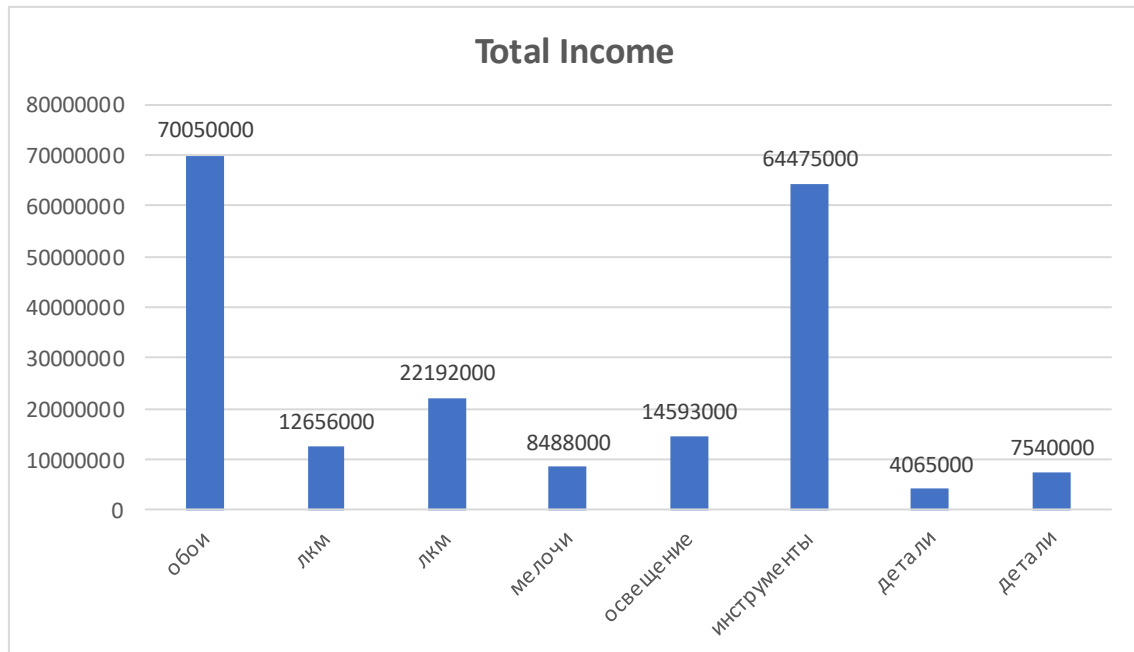


Figure 1. Average Monthly Income by Product Category

The tables confirmed that in the tools segment, **100% of sellers** earn profits exceeding **100 million soums per month**, whereas small goods are often unprofitable due to **low profit margins and high levels of competition**.

Demographic analysis showed that **93.75% of sellers were male** (75 out of 80 respondents), while women accounted for only **five individuals**. The dominant age group among sellers was **26–45 years**. Among buyers, **50% belonged to the 36–45 age group**.

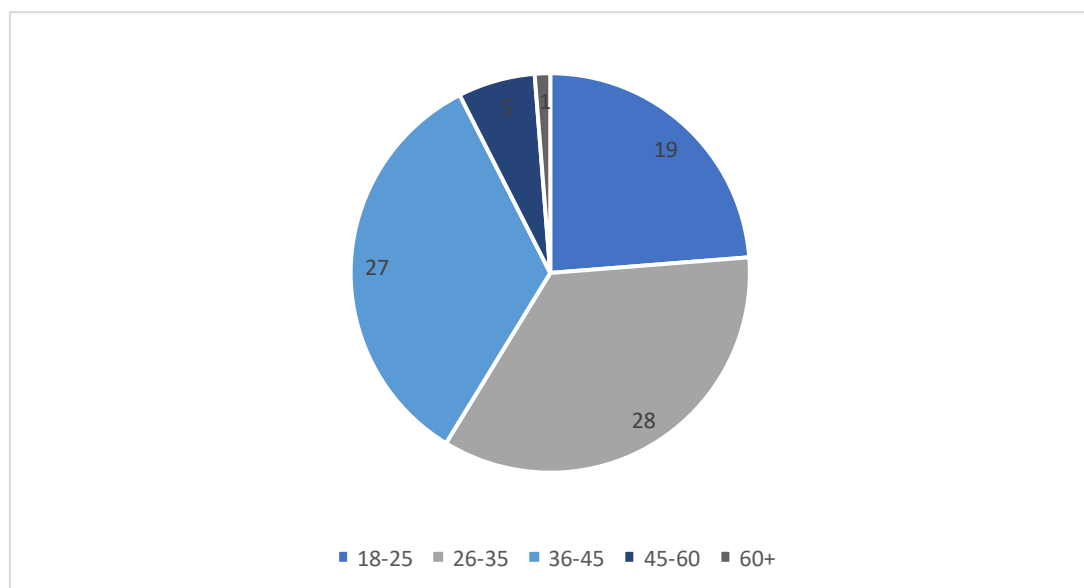


Figure 2. Age Distribution of Sellers

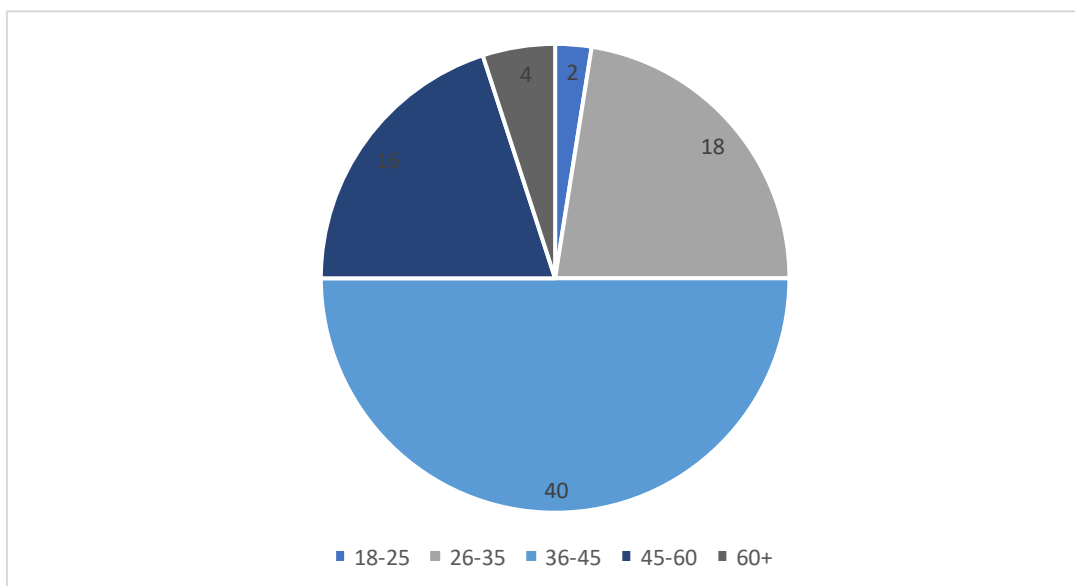


Figure 3. Age Distribution of Buyers

Sales seasonality is clearly pronounced, with a **peak observed in July**, when demand across **all product categories** reaches its maximum.

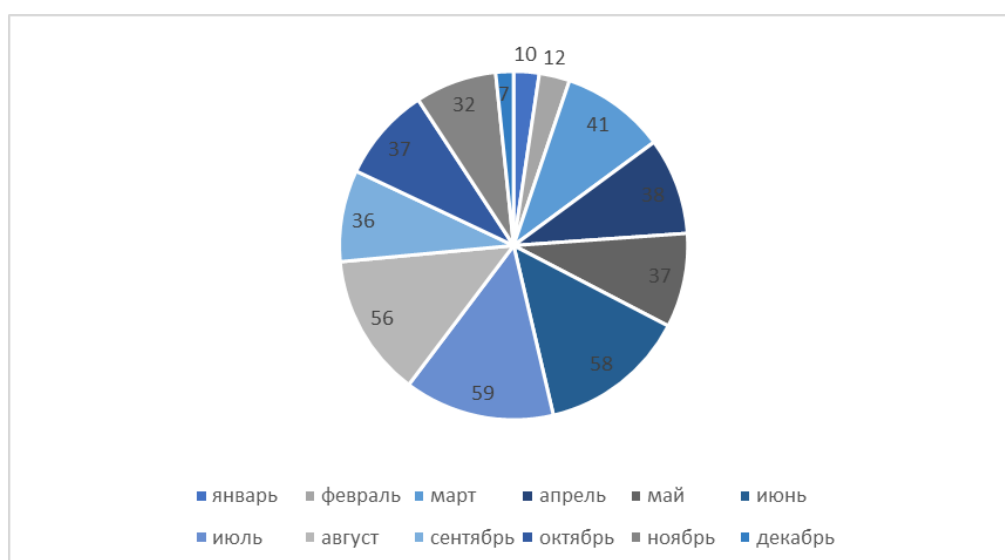


Figure 4. Monthly Sales Volumes

Sellers' **daily personal expenditures** are virtually identical **across all product categories**, indicating no significant variation related to the type of goods sold.

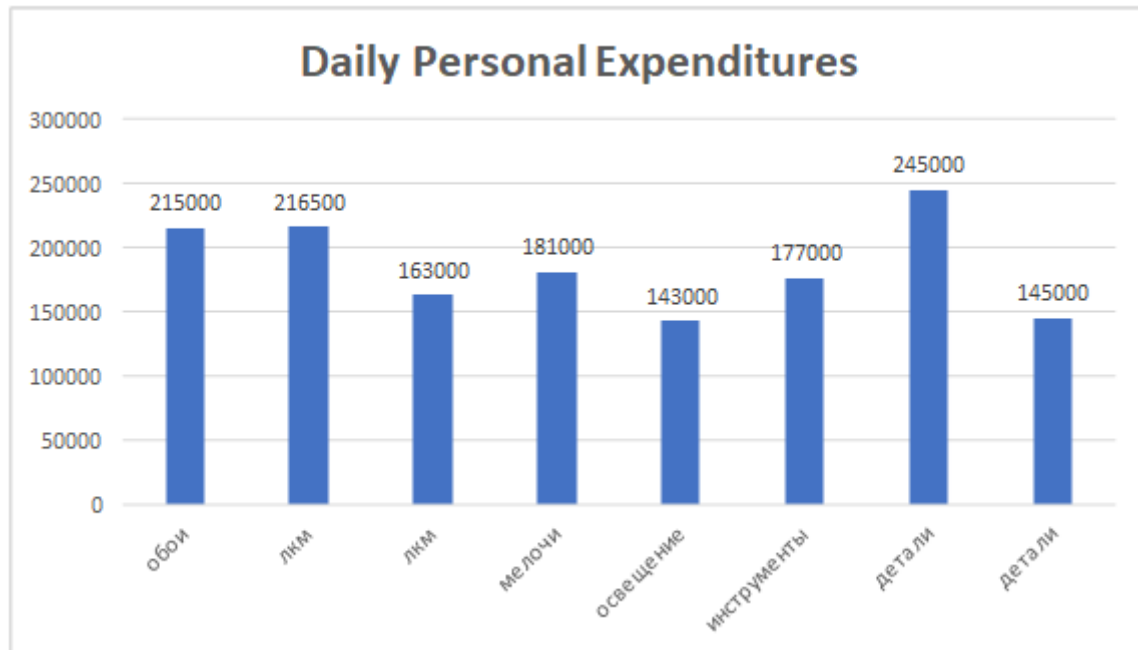


Figure 5. Daily Personal Expenditures

Rental payments are divided into two levels: **above 5 million soums** (wallpapers, paint and varnish materials, lighting products, and spare parts) and **below this threshold** (tools and small construction goods).

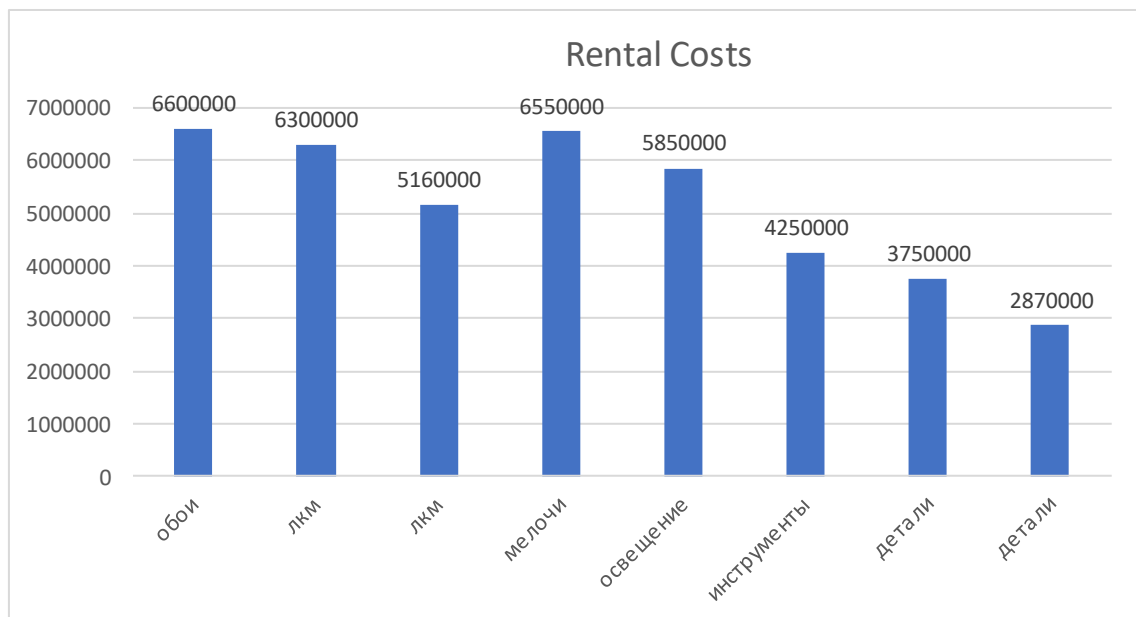


Figure 6. Rental Costs by Market Sector

Electricity consumption is lowest in the paint-and-varnish and spare parts sectors, while it is highest in the tools sector due to the need to demonstrate power tools during sales activities.

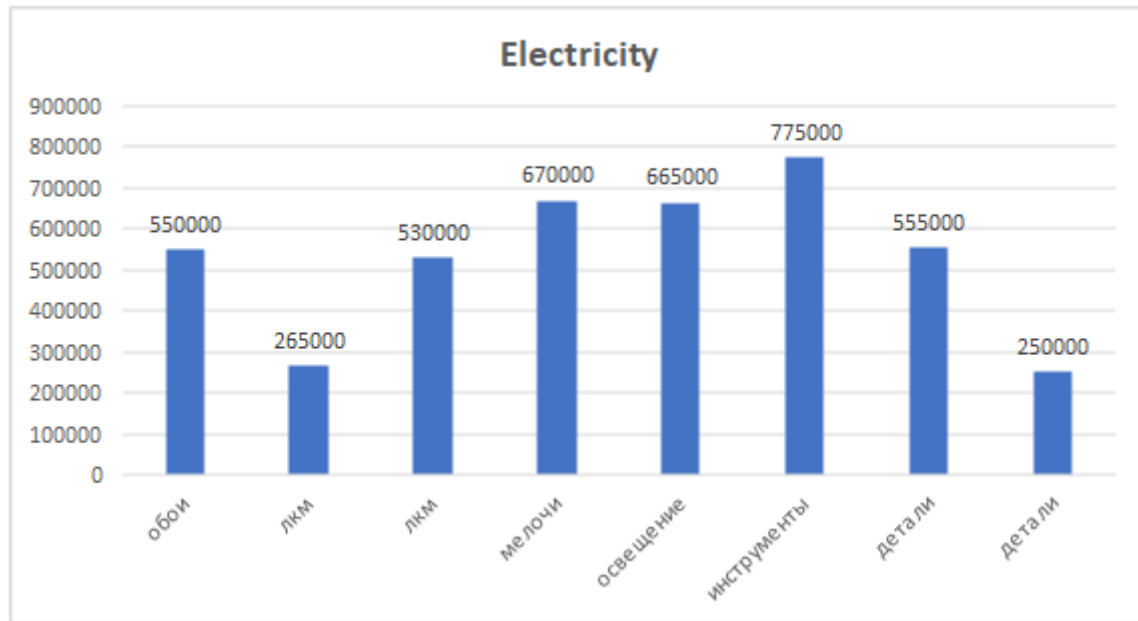


Figure 7. Electricity Consumption

Reinvestment levels are **highest** in the paint-and-varnish materials segment (**exceeding 25 million soums**) and **lowest** in the wallpaper segment.



Figure 8. Reinvestment Levels

An interesting relationship was identified between buyers' age and sales volume: the highest values are observed at the age of 16 (approximately 48 million soums) and among younger buyers (30–36 million soums), followed by a gradual decline toward the age of 40. Regarding currency preferences, the US dollar predominates among sellers aged 26–35, while the Uzbek soum is used across all age groups, particularly among individuals over 60 years old.

The findings confirm that tools and wallpapers remain the most profitable product categories, whereas small construction goods require a revision of business strategies due to persistent losses. Seasonality plays a decisive role in market performance, and the demographic structure highlights the predominance of middle-aged male participants. Business success is determined by the interaction of demand, competition, and macroeconomic factors, including Uzbekistan's GDP growth of 6.2% in 2025.

To improve efficiency, it is recommended to focus on the tools segment, enhance marketing efforts targeting younger buyers and parents, diversify the product assortment, reduce rental and electricity costs, and implement seasonal promotional campaigns during the summer period.

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