



# Bangladesh FX/BO market review

Based on data for November 2022 - May 2023



# **Information about country**



**172,1 mln**

Population



**236 USD**

Average salary



**38,9%**

Internet penetration



**69,3%**

Share of web traffic via smartphones



**30,0%**

Share of web traffic via PC and laptops



**0,7%**

Share of web traffic via tablet PC

## Popular social media (% of Internet users)



**64,6%**

Facebook



**51,4%**

YouTube



**30,4%**

FB Messenger



**6,6%**

Instagram

# Payments

**The most popular local online payment methods by value of transactions for FX/BO in Bangladesh:**

**bKash ewallet (53,8%)**  
**Nagad ewallet (41,9%)**  
**Rocket ewallet (2,3%)**  
**UPay ewallet (2,0%)**

Despite its push for financial inclusion, Bangladesh has remained one of the top seven countries with a sizeable part of the population unbanked, according to a World Bank survey. So that, ewallets and mobile wallets are the most popular payment methods in the country.

**Local payment methods offered by Monetix in Bangladesh:**

- **bKash ewallet**
- **Nagad ewallet**
- **Rocket ewallet**
- **UPay ewallet**

**Distribution of executed payments by devices:**

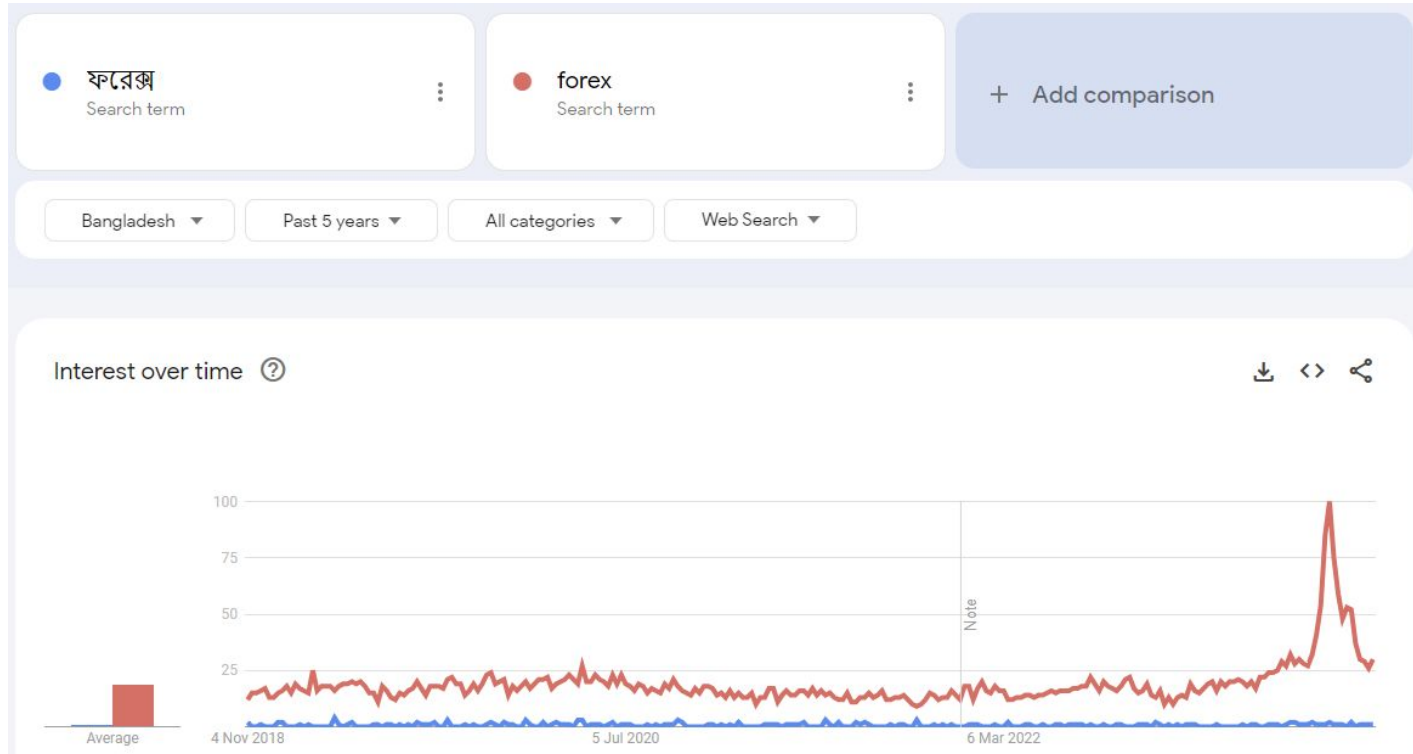
Android	73,6%
Windows	12,5%
iOS	10,2%
MacOS	0,5%
Other	3,2%



# Trends

# Interest to forex

Search requests frequency of English “forex” and Bengali ফরেক্স keywords over the last 5 years. Users from Bangladesh mainly search English “forex” instead of its Bengali equivalent.



# Interest to forex by subregions

● ফরেক্স ● forex

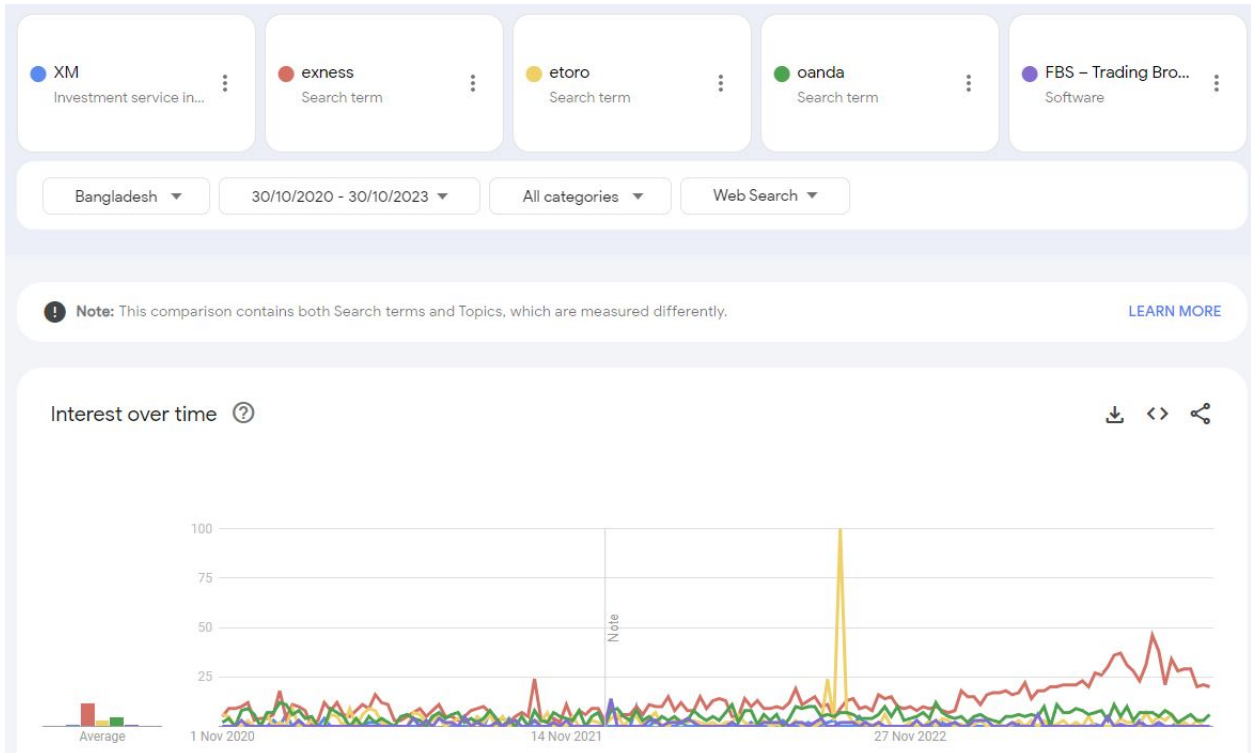


Sort: Interest for ফরেক্স ▼

1	Khulna Division	
2	Chittagong Division	
3	Rajshahi Division	
4	Dhaka Division	
5	Sylhet Division	

# Popularity of forex brokers

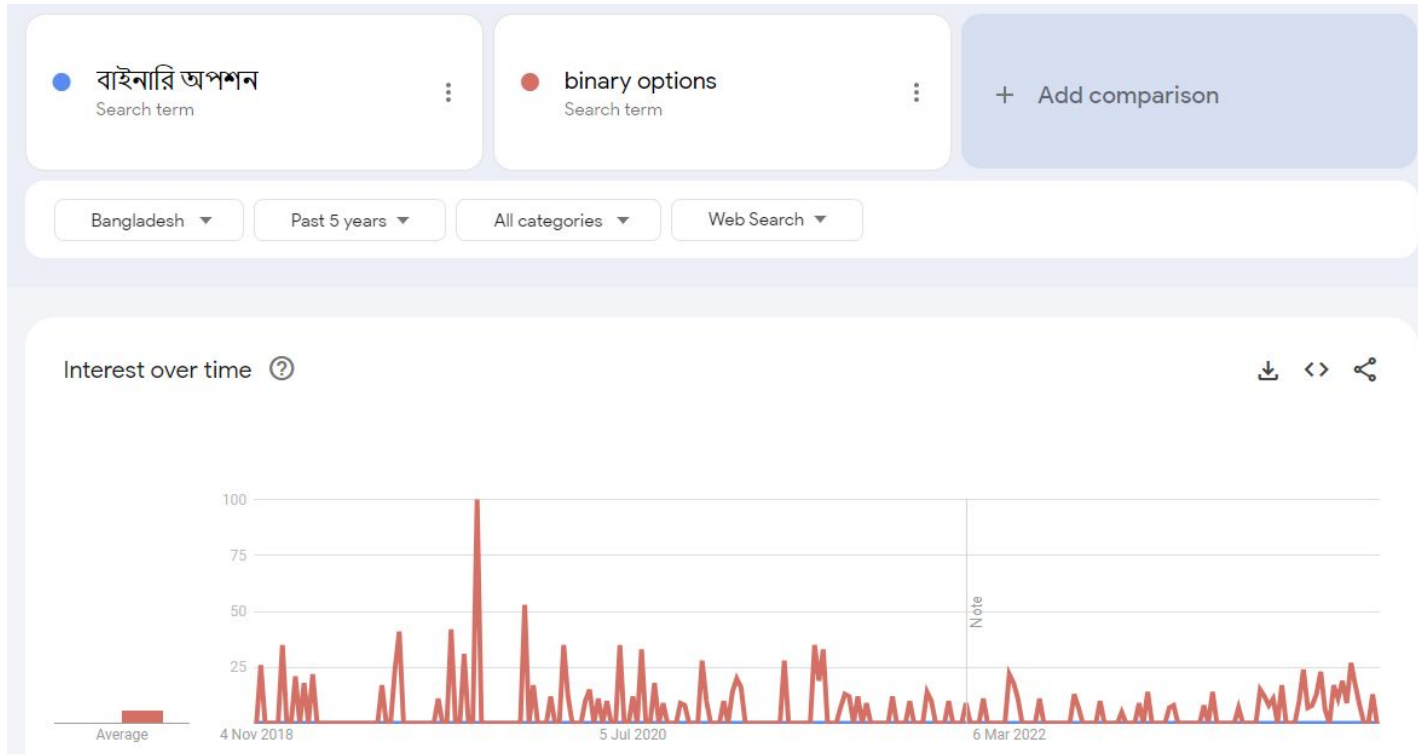
The most popular forex broker by search queries in Bangladesh is Exness, and its popularity grows over the past 3 years.





# Interest to binary options

English “binary options” and Bengali বাইনারি অপশন are not popular in Bangladesh. This is most likely due to the fact that binary options brokers are promoted in search engines through other keywords.



# Interest to binary options by subregions

● বাইনারি অপশন ● binary options



Sort: Interest for বাইনারি অপশন ▼

1 Dhaka Division



# Popularity of binary options brokers

But binary options trading is popular in Bangladesh. The most popular broker is Quotex, the second is Pocket Option. We can confidently say that these brokers launched marketing campaigns in Bangladesh over the last year.

