

Rtds in Kazakhstan

Market Direction | 2022-07-25 | 22 pages | Euromonitor

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Report description:

RTDs is the smallest alcoholic drinks category by volume sales in Kazakhstan (apart from the negligible cider/perry category). The category's target audience is young adults of legal drinking age up to 30 years-old, and primarily females. So far the category has lacked wide distribution and significant promotional investment. However, it has still managed to gain a loyal consumer base and achieved rising volume sales in 2021. There are new products appearing on the market, but, so far, their inf...

Euromonitor International's RTDs in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTDs market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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