

Spirits in Kazakhstan

Market Direction | 2022-07-25 | 26 pages | Euromonitor

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Report description:

2021 was a pretty good year for the spirits category, which showed an improvement on the previous year's stagnation and the decline seen in 2019. Spirits not only saw a rise in volume sales, but also witnessed a shift in demand towards higher-quality products. Distributors expanded their portfolios with high-end spirits products which are attracting increasing consumer interest. Due to COVID-19 related restrictions and uncertainties, many imported spirits brands lost some market share, but gained...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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Euromonitor International
July 2022

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COVID-19 crisis does not hamper spirits sales

A significant proportion of spirits sales are still in the shadows

Traditional stores maintain leading position, but niche channels gain in importance

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Young adults will drive demand for more sophisticated alcoholic drinks

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