

## **Savoury Snacks in Kazakhstan**

Market Direction | 2022-09-13 | 20 pages | Euromonitor

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### **Report description:**

Savoury snacks is a category which has performed well historically and, despite lower growth figures during the pandemic era of price-sensitivity and ongoing high inflation, the category is noted as showing excellent opportunities to rebound - with the same potential as sweet snacks.

Euromonitor International's Savoury Snacks in Kazakhstan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Savoury Snacks 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.

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Many opportunities for savoury snacks beyond the era of price sensitivity and high inflation

Interest in healthier alternatives grows, benefiting vegetable, pulse and bread chips

Players in savoury snacks seek to attract younger consumers through product innovation and targeted marketing

#### PROSPECTS AND OPPORTUNITIES

Savoury snacks tipped to show the strongest growth over the forecast period

Economic performance of the country remains key to growth

In-store promotions, advertising and developments in modern grocery retailers will help to bolster growth

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