

Snacks in Kazakhstan

Market Direction | 2022-09-13 | 67 pages | Euromonitor

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Report description:

In general, sales of snacks continue to recover in Kazakhstan after the era of the pandemic, however, this recovery remains somewhat hampered by the uncertain economic climate.

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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.

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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Price inflation in 2022 suppresses the boost seen post-pandemic, resulting in lower sales for non-essential goods

Players embrace advertising and reduce the weight of their products in order to attract sales

Rakhat strengthens its lead on previous winner Mondelez, despite continued success of Alpen Gold range

PROSPECTS AND OPPORTUNITIES

Chocolate confectionery expected to recover over the forecast period, as 2022's challenges are overcome

Local players set to gain shares in economy and mid-priced segment, thanks to strong domestic infrastructure

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Consumer loyalty to Orbit and Dirol sees gum fans stick with their favourite brands

PROSPECTS AND OPPORTUNITIES

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Medicated confectionery and filled boiled sweets tipped as being resilient

Bayan Sulu gains shares over Rakhat AO to take the lead in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Sugar confectionery set to remain relatively flat in volume the forecast period, with value growth attributed to inflation-based price hikes

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Category driven by sales of cheaper products, with sweet biscuits coming out on top

Plain biscuits and wafers win in times of inflation, with snack bars slumping after the on-the-go boost seen in 2020-2021

Rakhat pips previous leader KDV Group to the post, with high competition between the players' affordable biscuit brands

PROSPECTS AND OPPORTUNITIES

Sweet biscuits will maintain their popularity, from plain to fancy, and with healthier variants expected

Competition expected to heat up among domestic players, as seen with Rakhat taking the category lead

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Take-home ice cream remains popular, following on from trend seen during the pandemic

Domestic players lead, with Shin-Lain on top thanks to an innovative approach, widespread advertising and distribution, and strong local appeal

PROSPECTS AND OPPORTUNITIES

Dairy ice cream will remain the most popular, with a niche of healthier alternatives

Take-home dairy ice cream trend looks set to continue, as price-sensitive consumers embrace the cost-saving benefits

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