

Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

Market Direction | 2022-09-13 | 25 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruit snacks benefits from offering a wide range of indulgence snacks, including healthy options - especially when compared to confectionery for example. This is resulting in ongoing growth in the category, with sweet biscuits performing the best in 2022. Sweet biscuits are popular for many consumers as they are regarded as nourishing, satisfying, and good value for money - a key factor in a time of such economic uncertainty. Moreover, many brands offer sweet biscu...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Snack bars to rebound in line with pre-pandemic trends, as protein/energy bars also show scope for growth

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