

## **Dairy Products and Alternatives in Kazakhstan**

Market Direction | 2022-09-29 | 61 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Kazakhstan has strong trade links with Russia in particular and the war in Ukraine is negatively impacting the economy and inflation is rising. While skyrocketing international oil and gas prices have boosted the local economy, its usual outflow to the global market through Russia has been disrupted and it has to look for other alternatives. As a result, the economy has not reaped as much benefits as would be expected from rising oil and gas prices. So, all in all, with inflation being a rising...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Dairy Products and Alternatives in Kazakhstan  
Euromonitor International  
September 2022

List Of Contents And Tables

### **DAIRY PRODUCTS AND ALTERNATIVES IN KAZAKHSTAN**

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

#### **MARKET DATA**

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 5 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 6 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **BABY FOOD IN KAZAKHSTAN**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Healthy volume growth supported by high birth rate

Nestle further cements its leading position

Goat's milk formula a growing segment

#### **PROSPECTS AND OPPORTUNITIES**

Moderate growth, supported by high birth rate

Potential increase of local value share

Paediatricians increasingly prescribe special baby milk formula

#### **CATEGORY DATA**

Table 8 Sales of Baby Food by Category: Volume 2017-2022

Table 9 Sales of Baby Food by Category: Value 2017-2022

Table 10 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 11 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Baby Food: % Value 2018-2022

Table 13 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 14 Distribution of Baby Food by Format: % Value 2017-2022

Table 15 Forecast Sales of Baby Food by Category: Volume 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 16 Forecast Sales of Baby Food by Category: Value 2022-2027

Table 17 □Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 18 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

## BUTTER AND SPREADS IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Another good year for butter and spreads

Eurasian Food Corp remains leading player in 2022

Cooking fats on the decline as the health and wellness trend gathers pace

### PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Increased value share of local companies

Companies highlight health benefits

### CATEGORY DATA

Table 19 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 20 Sales of Butter and Spreads by Category: Value 2017-2022

Table 21 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 22 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 23 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 24 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 25 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 26 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 27 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 28 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 29 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

## CHEESE IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Cheese in stagnation

Food Master continues to lead cheese

Soft cheese performs much more strongly than hard cheese

### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Increased local production

Potential for added-value benefits

### CATEGORY DATA

Table 30 Sales of Cheese by Category: Volume 2017-2022

Table 31 Sales of Cheese by Category: Value 2017-2022

Table 32 Sales of Cheese by Category: % Volume Growth 2017-2022

Table 33 Sales of Cheese by Category: % Value Growth 2017-2022

Table 34 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 35 NBO Company Shares of Cheese: % Value 2018-2022

Table 36 LBN Brand Shares of Cheese: % Value 2019-2022

Table 37 Distribution of Cheese by Format: % Value 2017-2022

Table 38 Forecast Sales of Cheese by Category: Volume 2022-2027

Table 39 □Forecast Sales of Cheese by Category: Value 2022-2027

Table 40 □Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table 41 □Forecast Sales of Cheese by Category: % Value Growth 2022-2027

### DRINKING MILK PRODUCTS IN KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Some volume growth in 2022

Shelf stable milk continues to be more popular than fresh milk

No change in competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Focus on increased local production

Development of plant-based milk over the forecast period could dampen volume sales slightly

#### CATEGORY DATA

Table 42 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 43 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 44 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 45 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 47 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 48 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 49 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 51 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

### YOGHURT AND SOUR MILK PRODUCTS IN KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Minimal volume growth in 2022

Sector dominated by international players

Significant volume sales of informal sour milk products

#### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Players offer value-added benefits

Players within yoghurt and sour milk products continue with strong marketing campaigns in 2022 and beyond

#### CATEGORY DATA

Table 53 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 55 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 58 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 59 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 60 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 62 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 63 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

### OTHER DAIRY IN KAZAKHSTAN

#### KEY DATA FINDINGS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## 2022 DEVELOPMENTS

Minimal volume growth in 2022

Traditional products still dominate

Lactalis is expanding

## PROSPECTS AND OPPORTUNITIES

Muted volume growth over forecast period

Condensed milk suffers volume decline

Opportunities lie in added-value proposals to reinvent the image of other dairy

## CATEGORY DATA

Table 64 Sales of Other Dairy by Category: Volume 2017-2022

Table 65 Sales of Other Dairy by Category: Value 2017-2022

Table 66 Sales of Other Dairy by Category: % Volume Growth 2017-2022

Table 67 Sales of Other Dairy by Category: % Value Growth 2017-2022

Table 68 NBO Company Shares of Other Dairy: % Value 2018-2022

Table 69 LBN Brand Shares of Other Dairy: % Value 2019-2022

Table 70 Distribution of Other Dairy by Format: % Value 2017-2022

Table 71 Forecast Sales of Other Dairy by Category: Volume 2022-2027

Table 72 Forecast Sales of Other Dairy by Category: Value 2022-2027

Table 73 □Forecast Sales of Other Dairy by Category: % Volume Growth 2022-2027

Table 74 □Forecast Sales of Other Dairy by Category: % Value Growth 2022-2027

## PLANT-BASED DAIRY IN KAZAKHSTAN

## 2022 DEVELOPMENTS

Sales still negligible but growing

## Dairy Products and Alternatives in Kazakhstan

Market Direction | 2022-09-29 | 61 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-04
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com