

## **Breakfast Cereals in Kazakhstan**

Market Direction | 2022-11-16 | 20 pages | Euromonitor

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### **Report description:**

Breakfast cereals remains a small category of staple foods in Kazakhstan and it is unlikely that there are huge numbers of consumers in the country that consider breakfast cereals to be an important part of their daily nutrition. Sales of breakfast cereals are heavily concentrated in the country's two major cities Astana and Almaty. Nonetheless, demand is slowly growing in the many second-tier cities located throughout the country as the increasingly affluent urban middle-class become more sophi...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals 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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November 2022

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Hot cereals benefit from being seen as a traditional and nutritious dish

Children comprise a major consumer group for RTE cereals

#### PROSPECTS AND OPPORTUNITIES

Moderate and steady growth ahead as the unhealthy image of RTE cereals bites

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