

Concentrates in Kazakhstan

Market Direction | 2022-12-22 | 27 pages | Euromonitor

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Report description:

Concentrates is not a popular drink in Kazakhstan, with limited value sales and in 2022, concentrates are the only soft drinks that is expected to register a fall in volume sales. Powder concentrates dominate and consumption is mainly supported by baby boomers who associate powder concentrates with communist times and in particular the brand, Kisel. However, most consumers prefer RTD soft drinks, because of their convenience. Consumers also consider powder concentrates to be unhealthy due to the...

Euromonitor International's Concentrates in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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