

Energy Drinks in Kazakhstan

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

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Report description:

Energy drinks continue to see soaring growth in 2022, with volume sales up by a quarter through retail channels, and this is in spite of significant price rises. Volume sales are also supported by population growth and heavy promotion from local brands. Players also continue to innovate with new flavours to keep consumers engaged. For instance, leading brand Gorilla recently launched mango and mango/coconut flavours and these are proving very popular.

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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Euromonitor International
December 2022

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