

Ice Cream in Kazakhstan

Market Direction | 2022-09-13 | 20 pages | Euromonitor

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Report description:

Ice cream is returning to normal consumption patterns in 2022, following the negative impacts seen during 2019-2020 due to the pandemic, when a large portion of impulse purchases and street sales were lost due to COVID-19 restrictions. Overall, ice cream is a favourite indulgence of consumers in Kazakhstan and rebounded back to normal patterns relatively quickly.

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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ICE CREAM IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ice cream returns to normal consumption levels after impulse purchases took a hit during the time of the pandemic

Take-home ice cream remains popular, following on from trend seen during the pandemic

Domestic players lead, with Shin-Lain on top thanks to an innovative approach, widespread advertising and distribution, and strong local appeal

PROSPECTS AND OPPORTUNITIES

Dairy ice cream will remain the most popular, with a niche of healthier alternatives

Take-home dairy ice cream trend looks set to continue, as price-sensitive consumers embrace the cost-saving benefits

Shares of local players are set to grow further over the forecast period, bolstered by new product launches

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