

Alcoholic Drinks in Kazakhstan

Market Direction | 2023-06-26 | 60 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

2022 proved to be a fairly decent year for alcoholic drinks in Kazakhstan overall, albeit with different drivers supporting or suppressing different categories. Wine was the strongest performer, thanks to the emerging prosecco trend and the fact younger adult consumers of legal drinking age are being increasingly drawn to experimentation with wines, based on the experience rather than drinking to get drunk. Beer remains a popular drink in Kazakhstan, although it saw flat (positive) volume growth...

Euromonitor International's Alcoholic 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in Kazakhstan
Euromonitor International
June 2023

List Of Contents And Tables

ALCOHOLIC DRINKS IN KAZAKHSTAN

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flat growth for beer overall, while non/low alcohol and flavoured variants hold appeal

Draught beer sees its shares decline, due to hiking unit prices and a price-sensitive consumer audience

Beer leaders tap into current trends to maintain their strong places

PROSPECTS AND OPPORTUNITIES

Positive outlook ahead, driven by ongoing new product developments

Flavoured/mixed lager set to attract new products from unbranded "others"

Imported beer set to become increasingly popular as it reduces price gaps and launches special offers

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 17 Number of Breweries 2017-2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 27 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 29 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine attracts a younger, sophisticated, generation of adult consumers of legal drinking age

Sparkling wine sees robust growth, as the prosecco trend takes off

Local player Bacchus maintains its lead, thanks to specialist wine production methods

PROSPECTS AND OPPORTUNITIES

Ongoing sophistication in modern consumers will continue to support wine

Niche of vermouth holds potential

Slow development regarding non/low alcohol wines

CATEGORY DATA

Table 33 Sales of Wine by Category: Total Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 34 Sales of Wine by Category: Total Value 2017-2022

Table 35 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 36 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 37 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 38 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 41 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 42 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 43 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 44 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Trends in vodka largely drive the performance of spirits overall

Vodka remains a traditional drink, with novelties failing to take off

Ongoing on-trade recovery and Russian migrants help to support sales

PROSPECTS AND OPPORTUNITIES

Flat dynamics expected, due to maturity and traditional nature of vodka

Whiskies sees some innovation in flavours, while origin storytelling could help raise the profiles of more traditional spirits

Illicit trade remains high - albeit on the decline

CATEGORY DATA

Table 45 Sales of Spirits by Category: Total Volume 2017-2022

Table 46 Sales of Spirits by Category: Total Value 2017-2022

Table 47 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 48 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 49 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 50 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 51 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 52 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 53 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 54 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 55 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 56 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 57 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 58 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 59 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider remains a niche in Kazakhstan

Vinzavod Issyk maintains its lead in cider, thanks to modern channel expansion and wide range of products

Potential for cider to grow, due to niche status and low per capita consumption

PROSPECTS AND OPPORTUNITIES

More brands set to emerge, as cider culture gradually grows from a low base

Local players to lead developments in cider culture, with future growth likely to attract multinationals

Non/low alcohol trend not expected to take off in cider

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 60 Sales of Cider/Perry: Total Volume 2017-2022

Table 61 Sales of Cider/Perry: Total Value 2017-2022

Table 62 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 63 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 64 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 65 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 66 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 67 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 68 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 69 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 70 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 71 □Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 72 □Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 73 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 74 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs remains a small category with limited innovations

Local players lead the way, with Riks and Bacchus as the key names in the game

Strong competition from beer remains, with cider as an additional rising threat

PROSPECTS AND OPPORTUNITIES

RTDs sees opportunities ahead - providing the category sees more development

Spirits represent both opportunities and challenges for RTDs

Wine-based RTDs still an area to develop, in line with the prosecco and Lambrusco trends

CATEGORY DATA

Table 75 Sales of RTDs by Category: Total Volume 2017-2022

Table 76 Sales of RTDs by Category: Total Value 2017-2022

Table 77 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 78 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 79 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 80 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 81 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 82 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 83 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 84 □NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 85 □LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 86 □Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 87 □Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 88 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 89 □Forecast Sales of RTDs by Category: % Total Value 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

Alcoholic Drinks in Kazakhstan

Market Direction | 2023-06-26 | 60 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	2025-05-06
		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