

## **Beer in Kazakhstan**

Market Direction | 2023-06-26 | 29 pages | Euromonitor

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### **Report description:**

Total beer volume showed flat (positive) dynamics in 2022, with a decline seen in off-trade due to the ongoing recovery of on-trade following the era of the pandemic. Furthermore, the increase in excise tax for beer in 2022 placed downwards pressure on potential sales. Indeed, this increase resulted in a jump from KZT57 to KZT79 per litre led to a notable increase in unit prices. This excise tax also came at a time when the country is still feeling with effects from the Russia-Ukraine war and gl...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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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"

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