

Cider/Perry in Kazakhstan

Market Direction | 2023-06-26 | 22 pages | Euromonitor

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Report description:

Cider has always been a tiny niche in Kazakhstan, with a fragmented presence of brands imported from Russia, Sweden, France, and Lithuania. Due to low consumer awareness and no culture supporting cider, it remains as an occasional alternative to beer or RTDs.

Euromonitor International's Cider/Perry 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: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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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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

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