

Rtds in Kazakhstan

Market Direction | 2023-06-26 | 23 pages | Euromonitor

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Report description:

RTDs remains among the smallest alcoholic drinks categories in Kazakhstan, with younger adult consumers of legal drinking age as the target audience. There is still lack of innovation in RTDs, with more novelties needed to attract consumers and boost flagging sales. Traditionally, the category has been perceived simply as an affordable way to drink alcohol, with current trends in the consumer audience leaning more towards drink experiences, more than the act of drinking to get drunk. Whilst this...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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RTDS IN KAZAKHSTAN

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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

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