

Ice Cream in Kazakhstan

Market Direction | 2023-07-03 | 20 pages | Euromonitor

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Report description:

The ice cream category is continuing its recovery from the negative effects of the COVID-19 crisis. Sales volumes are returning to normal pre-pandemic patterns. In 2022, the category grew both in volume and value terms. Value sales showed a markedly faster growth rate due to significant increases in price resulting from changes to the exchange rate with the ruble, changes in logistics supply chains, and the rising prices of raw materials. In 2023, the trend of rising prices has continued, but at...

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 2018-2022, 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 2027, 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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