

Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

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Report description:

The sweet biscuits category is showing a healthy increase in sales in 2023. Kazakhstan is a country where there are many children in families, and partly as a result, historically, the population has consumed a lot of sweets. However, as confectionery products tend to have a fairly high price tag, the challenging economic environment has encouraged consumers to turn to the sweet biscuits category as a less expensive way to satisfy their craving for sweet indulgence products.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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

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The sweet biscuits category is growing in volume terms

The wafers category sees falling volumes

The Milka brand has expanded its product range

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Sweet biscuits to continue to benefit from role as an alternative to more expensive confectionery

Plain biscuits offers growth potential in challenging economic conditions

Competition between players to intensify

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Summary 1 Research Sources

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