

Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

Market Direction | 2023-07-03 | 24 pages | Euromonitor

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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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

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List Of Contents And Tables

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

The sweet biscuits category is growing in volume terms

The wafers category sees falling volumes

The Milka brand has expanded its product range

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 12 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 13 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 14 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 15 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 16 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 17 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 18 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

SNACKS IN KAZAKHSTAN

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

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Table 19 Sales of Snacks by Category: Volume 2018-2023
Table 20 Sales of Snacks by Category: Value 2018-2023
Table 21 Sales of Snacks by Category: % Volume Growth 2018-2023
Table 22 Sales of Snacks by Category: % Value Growth 2018-2023
Table 23 NBO Company Shares of Snacks: % Value 2019-2023
Table 24 LBN Brand Shares of Snacks: % Value 2020-2023
Table 25 Distribution of Snacks by Format: % Value 2018-2023
Table 26 Forecast Sales of Snacks by Category: Volume 2023-2028
Table 27 Forecast Sales of Snacks by Category: Value 2023-2028
Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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