

Staple Foods in Kazakhstan

Market Direction | 2023-11-24 | 55 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Kazakhstan has strong trade links with Russia and its war in Ukraine is negatively impacting the economy and leading to high inflation. While skyrocketing international oil and gas prices is boosting the local economy, its usual outflow to the global market through Russia is disrupted and its energy sector has to look for other alternatives. As a result, the economy is not reaping as much benefits as would be expected from high oil and gas prices. While inflation is expected to ease by the end o...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com

Table of Contents:

Staple Foods in Kazakhstan Euromonitor International November 2023

List Of Contents And Tables

STAPLE FOODS IN KAZAKHSTAN

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2019-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 ∏Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 [Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 [Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest volume growth, supported by population growth

Competitive landscape remains highly fragmented

Bread with a healthier positioning gaining value share

PROSPECTS AND OPPORTUNITIES

Bread continues to be an important part of the daily diet

Growing interest in healthier bread products

Pastries and cakes register higher volume growth

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 Sales of Pastries by Type: % Value 2018-2023

Table 18 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 19 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 [Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 [Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028 Table 24 [Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline in 2023

Russian brands register higher growth

Hot cereals fares best

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Imported brands continue to dominate

Children's breakfast cereal also seen as snack option

CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 [Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 [Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in volume growth in spite of uncertainty

Processed seafood registers volume decline

Popularity of barbecuing meat supports demand for chilled processed meat

PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Increase in supplies of frozen processed seafood from Baltic countries.

Viciunai Group set to remain strong leader in processed seafood

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023 Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 45 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 46 [LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 47 | Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 48 [Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 49 [Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices fall for processed fruit and vegetables

Company leader Bonduelle loses value share

Shelf stable vegetables accounts for most volume sales.

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Peas, corn and tomatoes set to continue driving sales of processed fruit and vegetables

Health concerns will limit the consumption of shelf stable fruit

CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 59 ∏Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 60 [Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 61 ∏Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE. PASTA AND NOODLES IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy volume growth in instant noodles

Demand for pasta does not fall, despite rising prices.

Price increases for rice dampens volume demand

PROSPECTS AND OPPORTUNITIES

Increased demand for premium brands of instant noodles

Expanding food consumption opportunities for pasta

Further price increase for rice in short term

CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 69 NBO Company Shares of Rice: % Value 2019-2023

Table 70 LBN Brand Shares of Rice: % Value 2020-2023

Table 71

☐NBO Company Shares of Pasta: % Value 2019-2023

Table 72 [LBN Brand Shares of Pasta: % Value 2020-2023

Table 73 ☐NBO Company Shares of Noodles: % Value 2019-2023

Table 74 [LBN Brand Shares of Noodles: % Value 2020-2023

Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 76 □Distribution of Rice by Format: % Value 2018-2023

Table 77 Distribution of Pasta by Format: % Value 2018-2023

Table 78 ☐ Distribution of Noodles by Format: % Value 2018-2023

Table 79 [Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 80 [Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 81 [Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 82 [Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$ - Complete the relevant blank fields and sign

Staple Foods in Kazakhstan

Market Direction | 2023-11-24 | 55 pages | Euromonitor

Select license	License			Price
	Single User Licence			€1750.00
	Multiple User License (1 Site)			€3500.00
	Multiple User License (Global)			€5250.00
				/AT
			To	otal
** VAT will be added a	at 23% for Polish based con	npanies, individuals and EU based	@scotts-international.com or 0048 60 companies who are unable to provid	e a valid EU Vat
	at 23% for Polish based con			e a valid EU Vat
mail*	at 23% for Polish based con	Phone*		e a valid EU Vat
mail*	at 23% for Polish based con			e a valid EU Vat
mail* irst Name*	at 23% for Polish based con	Phone*		e a valid EU Vat
imail* irst Name* bb title*	at 23% for Polish based con	Phone*	companies who are unable to provid	e a valid EU Vat
Email* First Name* ob title* Company Name*	at 23% for Polish based con	Phone* Last Name*	companies who are unable to provid	e a valid EU Vat
Email* First Name* Ob title* Company Name* Address*	at 23% for Polish based con	Phone* Last Name* EU Vat / Tax ID	companies who are unable to provid	e a valid EU Vat
]** VAT will be added a Email* First Name* ob title* Company Name* Address* Zip Code*	at 23% for Polish based con	Phone* Last Name* EU Vat / Tax ID City*	companies who are unable to provid	e a valid EU Vat
Email* First Name* ob title* Company Name* Address*	at 23% for Polish based con	Phone* Last Name* EU Vat / Tax ID City* Country*	/ NIP number*	e a valid EU Vat

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com