

## **Other Hot Drinks in Kazakhstan**

Market Direction | 2024-01-04 | 20 pages | Euromonitor

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### **Report description:**

In 2023, other hot drinks is expected to record positive volume growth with a slight decline in price growth in comparison with 2022. The category continues to be driven by rising demand amongst children and younger consumers. It remains a small product area in terms of value sales, and is dominated by chocolate-based flavoured powder drinks. Value sales for non-chocolate-based drinks, meanwhile, are negligible.

Euromonitor International's Other Hot Drinks 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Other Hot Drinks 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 reliable information resources to help drive informed strategic planning.

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Chocolate-based drinks dominate

Growth hampered by strong tea culture and rising popularity of coffee

Nestle maintains its clear lead in 2023

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High birth rate and population growth supports future growth

Nesquik set to maintain its lead

Other plant-based drinks will remain niche and fragmented

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