

Energy Drinks in Kazakhstan

Market Direction | 2024-01-09 | 26 pages | Euromonitor

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Report description:

Energy drinks remained the most dynamic area in soft drinks; however, growth has slowed in 2023 due to gradual market saturation and media coverage of the potential health risks associated with these drinks. Furthermore, there has been increased scrutiny from the government regarding the popularity of these drinks among young people, leading to discussions about potentially banning their sale to teenagers. The main driver behind this category is the growing number of young consumers attracted to...

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

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Setback impacts sales during the peak summer period

Gorilla maintains its lead thanks to affordable pricing, wide distribution and flavour variety

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Energy drinks could face increasing competition from RTD coffee and other drinks with added energy benefits

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