

## **RTD Coffee in Kazakhstan**

Market Direction | 2024-01-09 | 24 pages | Euromonitor

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### **Report description:**

RTD coffee saw further double-digit volume growth in 2023 thanks to lower unit price growth than in 2022 as inflation declined in the year, and the widespread presence of affordable brands such as Lotte and MacCoffee. The growing coffee culture and low per capita consumption of RTD coffee in the country further supported the development of this new and emerging category.

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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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