

Ice Cream in Kazakhstan

Market Direction | 2024-07-16 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Ice cream is seeing healthy sales in Kazakhstan in 2024, in both on-trade and off-trade volume terms, and with value better supported by high unit prices. Indeed, ice cream benefits from consumers' return to out-of-home lifestyles following the era of the pandemic, with supply chain challenges also now resolving.

Euromonitor International's Ice Cream 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Ice Cream in Kazakhstan
Euromonitor International
July 2024

List Of Contents And Tables

ICE CREAM IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream fares well due to recovery from pandemic and supply chain challenges

Local Shin-Lain maintains its leadership thanks to myriad strengths

The Magnat brand returns after previous disruptions

PROSPECTS AND OPPORTUNITIES

Sales expected to stabilise at lower growth figures, while remaining positive overall

Take-home ice cream remains popular in Kazakhstan

Ongoing innovations expected from Shin-Lain, with copycats also on the horizon

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2019-2024

Table 2 Sales of Ice Cream by Category: Value 2019-2024

Table 3 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 4 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 6 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 7 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 8 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 13 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 15 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SNACKS IN KAZAKHSTAN

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2019-2024

Table 19 Sales of Snacks by Category: Value 2019-2024

Table 20 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 21 Sales of Snacks by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 NBO Company Shares of Snacks: % Value 2020-2024

Table 23 LBN Brand Shares of Snacks: % Value 2021-2024

Table 24 Penetration of Private Label by Category: % Value 2019-2024

Table 25 Distribution of Snacks by Format: % Value 2019-2024

Table 26 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 27 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Ice Cream in Kazakhstan

Market Direction | 2024-07-16 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-10
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com