

Snacks in Kazakhstan

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Report description:

Snacks in Kazakhstan is seeing positive growth in 2024, in both volume and value terms. This is supported by the abilities of international companies in being able to rebuild their supply chains, including from Europe, after the disruptions created by the Russia-Ukraine war.

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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Table of Contents:

Snacks in Kazakhstan
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List Of Contents And Tables

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 1 Sales of Snacks by Category: Volume 2019-2024
Table 2 Sales of Snacks by Category: Value 2019-2024
Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024
Table 4 Sales of Snacks by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Snacks: % Value 2020-2024
Table 6 LBN Brand Shares of Snacks: % Value 2021-2024
Table 7 Penetration of Private Label by Category: % Value 2019-2024
Table 8 Distribution of Snacks by Format: % Value 2019-2024
Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029
Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029
Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales supported by reestablishment of supply chains, while value is pushed up by the price of cocoa
Mix of local and international names in a fragmented overall category
New flavours attract consumers to popular chocolate categories

PROSPECTS AND OPPORTUNITIES

Promotions and discounts will remain important to attract consumers' attention
Ongoing developments expected in the most popular categories
Chocolate with toys remains in a slump due to high unit prices

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024
Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024
Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024
Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024
Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024
Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

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Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum sees high value gains due to inflationary pressures, while volume growth remains modest yet stable

International Orbit and Dirol maintain their dominance

Sugar-free trends continue, driven by international names

PROSPECTS AND OPPORTUNITIES

Moderate baseline demand expected to continue

Competitive status quo will remain unchanged

Gum prices expected to rise in line with inflation

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 □Forecast Sales of Gum by Category: Value 2024-2029

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar confectionery sees moderate volume growth, while value is supported by high prices

Fragmented category with popular local and Russian brands

International players fail to strongly compete with the proliferation of cheaper local brands

PROSPECTS AND OPPORTUNITIES

Modest growth expected for high-priced sugar confectionery

Ongoing health and wellbeing trends will further influence developments

Competition will remain intense in sugar confectionery

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

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Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

The popularity of snack bars helps to support overall category sales

Fruit snacks benefit from rising health and wellbeing trends

Local and Russian players do well in sweet biscuits, while private label is also on the rise

PROSPECTS AND OPPORTUNITIES

Competitive pricing will remain important across the whole category

Sweet biscuits continues to hold opportunities, despite being a more mature subcategory

Smaller players may become absorbed by larger names

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

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

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Table 69 Sales of Ice Cream by Category: Volume 2019-2024
 Table 70 Sales of Ice Cream by Category: Value 2019-2024
 Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024
 Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024
 Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
 Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024
 Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024
 Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024
 Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
 Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
 Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
 Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
 Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024
 Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029
 Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029
 Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
 Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Potato chips continue to be the main growth driver for savoury snacks, with health trends on the rise

Lay's beshbarmak flavour chips see lower-than-expected sales results due to supply chain issues

Nuts, seeds and trail mixes benefit from health trends and a wide range of formats

PROSPECTS AND OPPORTUNITIES

Positive sales expected to continue over the forecast period

Rise of private label in savoury snacks, thanks to quality products at. Affordable prices

Expansion of Fix Price stores helps to support overall sales in snacks

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024
 Table 87 Sales of Savoury Snacks by Category: Value 2019-2024
 Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
 Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024
 Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024
 Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024
 Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024
 Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
 Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029
 Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
 Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

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