

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan**

Market Direction | 2024-07-16 | 26 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars, and fruit snacks is seeing good growth in Kazakhstan in 2024, with robust value supported by high prices, and healthy volume supported by baseline demand. Snack bars, in particular, is seeing robust volume growth across its subcategories, thanks to such products aligning with health and wellness trends, from cereal bars to protein/energy bars. However, consumers remain price-sensitive and are likely to opt for budget-friendly options, which can be evidenced by the sha...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

### **Why buy this report?**

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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**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  
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