

Yoghurt and Sour Milk Products in Kazakhstan

Market Direction | 2024-08-20 | 18 pages | Euromonitor

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Report description:

Sales in yoghurt and sour milk products are achieving robust retail sales in Kazakhstan, while volume sales are notably lower yet still positive. This dynamic is due to high unit prices supported by ongoing demand. Sour milk products is showing a stronger retail volume performance than yoghurt, while flavoured yoghurt is in a small volume decline and plain yoghurt is not significant enough to be included in the data. Ultimately, these factors indicate that there remains scope for developme...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour Milk Products 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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YOGHURT AND SOUR MILK PRODUCTS IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust value sales supported by high prices, with low-yet-positive volume sales achieved
Food Master maintains its lead, while Danone looks at rebranding
Drinking yoghurt is more popular than flavoured (spoonable) yoghurt due to convenience and price

PROSPECTS AND OPPORTUNITIES

Sales expected to remain positive over the forecast period
Food Master to retain its lead, while competition will remain strong between Danone and Campina
No significant developments expected for plain yoghurt

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