

Breakfast Cereals in Kazakhstan

Market Direction | 2024-12-05 | 19 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Volume sales of breakfast cereals remain stable in 2024 as the culture of consuming these products is not sufficiently developed in the country. Kazakhs continue to eat bread, eggs and cheese for breakfast for the most part. Also, in light of economic uncertainty and declining purchasing power, consumers are prioritising essential goods in the year. To boost volume sales in the category, manufacturers are expected to offer various promotional deals throughout the year, aiming to attract cost-con...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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:

Breakfast Cereals in Kazakhstan
Euromonitor International
December 2024

List Of Contents And Tables

BREAKFAST CEREALS IN KAZAKHSTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable volume sales in 2024
International brands maintain their lead
Muesli and granola decline as consumers shift to more affordable options

PROSPECTS AND OPPORTUNITIES

Retail development and population growth are growth drivers
Innovative and healthier options expected
Rise of retail e-commerce

CATEGORY DATA

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

STAPLE FOODS IN KAZAKHSTAN

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 12 Sales of Staple Foods by Category: Volume 2019-2024
- Table 13 Sales of Staple Foods by Category: Value 2019-2024
- Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2020-2024
- Table 19 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Breakfast Cereals in Kazakhstan

Market Direction | 2024-12-05 | 19 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com