

Kazakhstan Food and Drink Report Q1 2016

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Abstracts

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BMI View: Devaluation of the tenge in early 2014 and again in August 2015, together with elevated consumer price inflation (forecast to reach 9.0% in 2015), will impact household spending in Kazakhstan. However, private consumption is set to remain the primary driver of economic growth in the longer term, which keeps our outlook positive for spending on food and drink. Future drivers of growth will be portfolio expansion by major manufacturers and importers, including strong marketing and promotional campaigns targeting younger and more aspirational consumers. The Kazakh government's recently announced financial incentive, offering up to 30% cash back to foreign investors in newly created firms, should boost investment into domestic companies in a country that is already an attractive destination for foreign investment.

Headline Industry Data (local currency):

2015 per capita food consumption: +11.2%; compound annual growth rate (CAGR) 2014 to 2019: +10.2%

2015 alcoholic drinks value sales: +12.2%; CAGR forecast 2014 to 2019: +11.4%

2015 soft drinks value sales: +14.4%; CAGR forecast 2014 to 2019: +13.9%

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