

# Kazakhstan Food and Drink Report Q2 2016

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## Abstracts

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BMI View: Kazakhstan's food and drink industry will offer long-term potential for multinational investors thanks to its large consumer base by regional standards and steadily rising incomes. Nonetheless, spending on food and drink will remain under pressure over the next two years amid weak economic activity and elevated inflationary pressures, pushing consumers to focus their purchases on staple items.

### Latest Updates & Industry Developments

We hold a positive outlook for Kazakhstan, although consumers' purchasing power will remain under strain over the next two years amid weak economic activity and elevated inflationary pressures. As incomes in the country gradually rise, spending on food and drink will also increase.

Sustained foreign investment will be a major driver of growth in the industry. In particular, with sales of alcoholic drinks growing from a low base, foreign presence and rising incomes will push consumers to switch from home brews to commercial alcohol.

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