

# Alcoholic Drinks in Kazakhstan

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## Abstracts

2022 proved to be a fairly decent year for alcoholic drinks in Kazakhstan overall, albeit with different drivers supporting or suppressing different categories. Wine was the strongest performer, thanks to the emerging prosecco trend and the fact younger adult consumers of legal drinking age are being increasingly drawn to experimentation with wines, based on the experience rather than drinking to get drunk. Beer remains a popular drink in Kazakhstan, although it saw flat (positive) volume growth...

Euromonitor International's Alcoholic Drinks in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

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

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks 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.

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BEER IN KAZAKHSTAN

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2022 DEVELOPMENTS

Flat growth for beer overall, while non/low alcohol and flavoured variants hold appeal  
Draught beer sees its shares decline, due to hiking unit prices and a price-sensitive consumer audience

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