

# Biscuits and Snack Bars in Kazakhstan

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## Abstracts

Biscuits and snack bars illustrated a 3% increase in retail volume terms to reach 51,000 tonnes in 2015. The value and volume growth of biscuits was lower in 2015 compared to 2014 as the national economy recovered from its downturn, resulting from local currency devaluation and the consumer demand for non-essential products, including biscuits, remained limited.

Euromonitor International's Biscuits and Snack Bars 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 2010-2014, 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 new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Biscuits, Snack Bars.

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

### Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 NBO Company Shares of Snack Bars: % Value 2011-2015

Table 10 LBN Brand Shares of Snack Bars: % Value 2012-2015

Table 11 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 12 Distribution of Biscuits by Format: % Value 2010-2015

Table 13 Distribution of Snack Bars by Format: % Value 2010-2015

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 16 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 17 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Rakhat Ao in Packaged Food (kazakhstan)

Strategic Direction

Key Facts

Summary 1 Rakhat AO: Key Facts

Competitive Positioning

Summary 2 Rakhat AO: Competitive Position 2015

Executive Summary

Packaged Food Sees Positive Volume and Value Growth in 2015

High Demand for Economy and Standard Priced Brands

Kazakhstan Is An Import-dependent Country

Switch To Modern Grocery Retailers

Growing Trend of Healthy Nutrition

Foodservice: Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 18 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 19 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 20 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 21 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 22 Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Sales of Packaged Food by Category: Value 2010-2015

Table 24 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 26 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 27 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 28 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 29 Distribution of Packaged Food by Format: % Value 2010-2015

Table 30 Distribution of Packaged Food by Format and Category: % Value 2015

Table 31 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 32 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 34 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 3 Research Sources

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