

Chocolate Confectionery in Kazakhstan

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Chocolate confectionery recorded less than a 1% increase in total volume sales in 2016 to reach 67,000 tonnes. Per capita volume consumption dropped by 1% in 2016 to reach 4kg in 2016. This trend indicated a fall in consumer purchasing power, as households tried to economise on perceived non-essential products. In chocolate confectionery, consumers switched from expensive to cheaper brands. As chocolate confectionery is not considered a primary need product, consumers were inclined to limit...

Euromonitor International's Chocolate Confectionery 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 2011-2015, 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 2020 illustrate how the market is set to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- Get a detailed picture of the Chocolate Confectionery 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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Packaged Food Volume Consumption Slows Down

in 2016 Consumers Prefer Economy Brands

Both Domestic and International Manufacturers Lead

Traditional Grocery Retailers Still Dominates Packaged Food in Kazakhstan

Products Claiming To Provide Healthy Nutrition Are Set To Be More Prominent

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