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Concentrates in Kazakhstan

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Abstracts

Concentrates is not a popular drink in Kazakhstan, with limited and stagnant value sales in 2023. Powder concentrates dominate and consumption is mainly supported by baby boomers who associate powder concentrates with communist times and in particular the brand, Kisel. However, most consumers prefer RTD soft drinks, because of their convenience. Consumers also consider powder concentrates to be unhealthy due to the high content of preservatives, colourants and sweeteners.

Euromonitor International's Concentrates 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

Get a detailed picture of the Concentrates market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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Contents

Concentrates in Kazakhstan
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January 2024

LIST OF CONTENTS AND TABLES

CONCENTRATES IN KAZAKHSTAN
KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates have limited appeal in Kazakhstan
Preference of RTD drinks leaves little space for the expansion of liquid concentrates
Ideal Kaz Trade continues to dominate
PROSPECTS AND OPPORTUNITIES
Minimal growth due to limited interest and a shrinking consumer base
Demand for drinks offering health benefits
Focus on convenience
CATEGORY DATA
Concentrates Conversions
Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
Table 2 Off-trade Sales of Concentrates by Category: Value 2018-2023
Table 3 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
Table 9 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
Table 10 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
Table 11 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
Table 12 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume

2020-2023
Table 13 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
Table 14 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
Table 15 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
Table 16 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028
SOFT DRINKS IN KAZAKHSTAN
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?
MARKET DATA
Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 18 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 22 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 25 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 26 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 27 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 28 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 29 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 30 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 35 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 36 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 41 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 42 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 43 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 44 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 45 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 46 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028
DISCLAIMER
SOURCES
Summary 2 Research Sources

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