

# Hot Drinks in Kazakhstan

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## Abstracts

The performance of hot drinks in Kazakhstan continues to be determined by the most popular hot drink, tea. Loose black tea, which holds the largest market share in both volume and value terms, continued to see stable volume sales in 2023; however, the category is very mature as the tea culture is highly developed. The coffee market, meanwhile, expanded further in 2023 as a result of the growing coffee culture due to the increasing presence of coffee shops in the country, especially in urban area...

Euromonitor International's Hot 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 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot 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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January 2024

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