

## Ice Cream in Kazakhstan

URL:	<a href="https://marketpublishers.com/r/ID5CB1F4924EN.html">https://marketpublishers.com/r/ID5CB1F4924EN.html</a>
Date:	March 25, 2015
Pages:	50
Price:	US\$ 990.00
ID:	ID5CB1F4924EN

Some 70% of the population consumes ice cream in Kazakhstan, of which almost 5% consumes ice cream daily, while a large proportion (25%) consumes ice cream once a month. Sales of ice cream are directly influenced by weather conditions – the hotter it is, the higher sales are. Moreover, sales of ice cream are impacted by the purchasing power of Kazakhstanis and as a result the devaluation of the Tenge negatively impacted sales.

Euromonitor International's Ice Cream 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:** Frozen Yoghurt, Impulse Ice Cream, Retail Artisanal Ice Cream, Take-Home Ice Cream.

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

### Why buy this report?

- Get a detailed picture of the Ice Cream 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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