

Ready Meals in Kazakhstan

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Abstracts

COVID-19 is expected to negatively impact ready meals with significant retail volume decline and minimal current value growth. With people spending more time at home, there was increased cooking and less demand for convenient ready meals. As in 2019, shelf stable ready meals records the highest current value growth. A degree of this growth was due to its long shelf life, as consumers stockpiled during the initial period of lockdown.

Euromonitor International's Ready Meals 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

Get a detailed picture of the Ready Meals 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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More cooking at home leads to significant retail volume decline in ready meals

Local players dominate frozen ready meals

Shelf stable ready meals registers higher current value growth due to its affordability

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Pushing convenience will drive value sales

Players reinforce health-positioning to appeal to the growing health-conscious consumers

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