

Snacks in Kazakhstan

<https://marketpublishers.com/r/S099BA9DD54FEN.html>

Date: July 2023

Pages: 63

Price: US\$ 2,100.00 (Single User License)

ID: S099BA9DD54FEN

Abstracts

There was a significant increase in the price of food products, including in the snacks category, in Kazakhstan in 2022. The confectionery and sweet biscuits categories showed the most growth in value terms, as manufacturers had problems with the supply of raw materials and prices rose. In 2023, prices have continued to rise in the snacks market, but not at such a rapid pace as in the previous year. Within a still price sensitive economy, there is a lower demand for non-essential goods, which is...

Euromonitor International's Snacks in Kazakhstan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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.

Contents

SNACKS IN KAZAKHSTAN

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Distribution of Snacks by Format: % Value 2018-2023

Table 8 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 9 Forecast Sales of Snacks by Category: Value 2023-2028

Table 10 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slow revival

Brand competition intensifies

Rakhat retains lead, while KDV Group OOO is strengthening its position

PROSPECTS AND OPPORTUNITIES

Sales growth will be held back by high prices

Future lies outside the box

Chocolate with toys to see more positive performance

CATEGORY DATA

Table 12 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 13 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 16 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 17 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 18 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 19 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 20 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 21 Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 22 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum category sees a positive sales trend

Gum remains dependent on imports

The trend for health retains its relevance

PROSPECTS AND OPPORTUNITIES

Population growth a driver for the gum category

Price growth in the gum category expected to be moderate

Entry into market difficult for new players

CATEGORY DATA

Table 24 Sales of Gum by Category: Volume 2018-2023

Table 25 Sales of Gum by Category: Value 2018-2023

Table 26 Sales of Gum by Category: % Volume Growth 2018-2023

Table 27 Sales of Gum by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Gum: % Value 2019-2023

Table 29 LBN Brand Shares of Gum: % Value 2020-2023

Table 30 Distribution of Gum by Format: % Value 2018-2023

Table 31 Forecast Sales of Gum by Category: Volume 2023-2028

Table 32 Forecast Sales of Gum by Category: Value 2023-2028

Table 33 Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 34 Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Problems with shortage of raw materials

The trend towards healthier eating is on the rise

The share of Russian brands increases

PROSPECTS AND OPPORTUNITIES

Sugar confectionery will remain expensive
The toffees, caramels and nougat category will stagnate
The local company, Bayan Sulu AO, to retain its sales lead

CATEGORY DATA

Table 35 Sales of Sugar Confectionery by Category: Volume 2018-2023
Table 36 Sales of Sugar Confectionery by Category: Value 2018-2023
Table 37 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
Table 38 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
Table 39 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
Table 40 NBO Company Shares of Sugar Confectionery: % Value 2019-2023
Table 41 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023
Table 42 Distribution of Sugar Confectionery by Format: % Value 2018-2023
Table 43 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028
Table 44 Forecast Sales of Sugar Confectionery by Category: Value 2023-2028
Table 45 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028
Table 46 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

The sweet biscuits category is growing in volume terms
The wafers category sees falling volumes
The Milka brand has expanded its product range

PROSPECTS AND OPPORTUNITIES

Sweet biscuits to continue to benefit from role as an alternative to more expensive confectionery

Plain biscuits offers growth potential in challenging economic conditions

Competition between players to intensify

CATEGORY DATA

Table 47 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023
Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
Table 51 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: %

Value 2019-2023

Table 52 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 53 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 55 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 56 LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 57 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 58 Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 59 Distribution of Snack Bars by Format: % Value 2018-2023

Table 60 Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 61 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 62 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 63 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales are back on track

The take-home dairy ice cream category is expanding

The share of local production is growing

PROSPECTS AND OPPORTUNITIES

Low-priced segment brands will be more relevant

The production potential in the country is increasing

Plant-based ice cream development prospects

CATEGORY DATA

Table 65 Sales of Ice Cream by Category: Volume 2018-2023

Table 66 Sales of Ice Cream by Category: Value 2018-2023

Table 67 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 68 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 70 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 71 Distribution of Ice Cream by Format: % Value 2018-2023

Table 72 Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 73 Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 74 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 75 Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price remains a key issue

Innovative products generate interest

The share of Russian brands increases in the savoury snacks category

PROSPECTS AND OPPORTUNITIES

The development of modern trade contributes to the growth of savoury snacks

Interest in the popcorn category will be stable

The meat snacks and seafood snacks categories offer growth potential

CATEGORY DATA

Table 76 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 77 Sales of Savoury Snacks by Category: Value 2018-2023

Table 78 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 79 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 80 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 81 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 82 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 83 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 84 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 85 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 86 Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

I would like to order

Product name: Snacks in Kazakhstan

Product link: <https://marketpublishers.com/r/S099BA9DD54FEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S099BA9DD54FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970