

# Sultan Marketing TOO in Packaged Food (Kazakhstan)

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## Abstracts

Sultan Marketing is predicted to further extend its wide brand ranges during the forecast period. Its brands enjoy strong consumer loyalty and benefit from nationwide coverage. The company is also expected to expand its exports during the forecast period. The further strategy of Sultan Marketing is to maintain its position in pasta and bakery through focusing on the development and modification of its well-known brands (for instance the umbrella brand Sultan).

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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brands;

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