

Spirits in Kazakhstan

June 2023

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Spirits in Kazakhstan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Trends in vodka largely drive the performance of spirits overall
Vodka remains a traditional drink, with novelties failing to take off
Ongoing on-trade recovery and Russian migrants help to support sales

PROSPECTS AND OPPORTUNITIES

Flat dynamics expected, due to maturity and traditional nature of vodka
Whiskies sees some innovation in flavours, while origin storytelling could help raise the profiles of more traditional spirits
Illicit trade remains high – albeit on the decline

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Alcoholic Drinks in Kazakhstan - Industry Overview

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2022 key trends
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Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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