

Wine in Kazakhstan

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine attracts a younger, sophisticated, generation of adult consumers of legal drinking age

Sparkling wine sees robust growth, as the prosecco trend takes off

Local player Bacchus maintains its lead, thanks to specialist wine production methods

PROSPECTS AND OPPORTUNITIES

Ongoing sophistication in modern consumers will continue to support wine

Niche of vermouth holds potential

Slow development regarding non/low alcohol wines

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022

Table 2 - Sales of Wine by Category: Total Value 2017-2022

Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 10 - Forecast Sales of Wine by Category: Total Value 2022-2027

Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 13 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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