

# Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

July 2023

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## Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan - Category analysis

## **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

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