

Rtds in Kazakhstan

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs remains a small category with limited innovations

Local players lead the way, with Riks and Bacchus as the key names in the game

Strong competition from beer remains, with cider as an additional rising threat

PROSPECTS AND OPPORTUNITIES

RTDs sees opportunities ahead – providing the category sees more development

Spirits represent both opportunities and challenges for RTDs

Wine-based RTDs still an area to develop, in line with the prosecco and Lambrusco trends

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Alcoholic Drinks in Kazakhstan - Industry Overview

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On-trade establishments

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