



Euromonitor
International

Chocolate Confectionery in Kazakhstan

July 2026

Table of Contents

Chocolate Confectionery in Kazakhstan - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

INDUSTRY PERFORMANCE

Price Inflation Masks Weaker Underlying Demand

Alpen Gold and Milka Maintain Leadership Amid Format Shifts

Chart 1 - Escalating Pricing Pressures

Manufacturers Adapt Strategies as Competition Intensifies

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Pressures Set to Reshape Consumption and Intensify Competition

Chocolate Pouches and Bags to Retain Strength While Novelty Products Accelerate

Flavour Experimentation Expected to Become a Key Point of Differentiation

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez and Mars Retain Leadership Despite Growing Value Competition

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Supermarkets Remain Dominant as E-Commerce Expands

At-Home Indulgence Increasingly Replaces Foodservice Occasions

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Chocolate Confectionery

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Chocolate Confectionery

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Inflation Drives Strong Value Growth Despite Weaker Volume Demand

Affordability Drives Trading Down Behaviour

Chart 17 - Yashkino Offers Affordable Indulgence

Functional Snacking Expands Everyday Consumption Occasions

Chart 18 - Bombbar Drives Everyday Snacking

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability and Digital Engagement to Reshape Future Snacking Habits

Sweet Biscuits Expected to Gain Momentum as Chocolate Growth Moderates

Chart 21 - Analyst Insight for Snacks

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Frito Lay and Kdv Reinforce Lead as Share Stability Prevails

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

CHANNELS

Small Local Grocers Retain Their Lead as Modern Retail Formats Expand

Retail E-Commerce Gains Traction as Shoppers Seek Convenience and Variety

Chart 26 - Retail Channels 2021-2026

PRODUCTS

Health, Flavour and Lifestyle Trends Shape Product Development

Recent Launches Reflect Diversification and Sensory Complexity

Accelerating Innovation Cycles Redefine Competitive Dynamics

ECONOMIC CONTEXT

Chart 27 - Economic Context for Snacks

Chart 28 - Real Gdp Growth 2021-2031

Chart 29 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 30 - Consumer Context for Snacks

Chart 31 - Population 2021-2031

Chart 32 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-kazakhstan/report.