Euromonitor International

Energy Drinks in Kazakhstan

December 2025

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Energy Drinks in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks prove very resilient

INDUSTRY PERFORMANCE

Further volume growth, despite ban on sales to under 21-year-olds
Reduced sugar energy drinks gain the most volume share

WHAT'S NEXT?

Healthy volume growth over forecast period
Innovation, affordability and effective marketing drive volume sales
Further restrictions possible

COMPETITIVE LANDSCAPE

Gorilla brands continues to dominate
Tassay makes quick impact

CHANNELS

Small local grocers lead retail distribution, but are losing volume share
Significant volume sales through foodservice

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Soft Drinks in Kazakhstan - Industry Overview

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2025 marks a recovery, as inflation eases

KEY DATA FINDINGS

INDUSTRY PERFROMANCE

Recovery, after previous difficult year
Consumers still price sensitive
RTD tea strongest performer
Continuing flavour innovation

WHAT'S NEXT?

Moderate volume growth over forecast period

Continuing price sensitivity
Continuing regulatory pressure on energy drinks

COMPETITIVE LANDSCAPE

Coca-Cola holds on to commanding lead and makes strong recovery after difficult 2024
RG Brands has significant foothold

CHANNELS

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