



Euromonitor
International

Processed Fruit and Vegetables in Kazakhstan

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Table of Contents

Processed Fruit and Vegetables in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek products that combine convenience with health benefits

INDUSTRY PERFORMANCE

Affordable shelf stable vegetables lead

Shelf stable tomatoes benefit from being a staple ingredient in national cuisine

WHAT'S NEXT?

Increasing popularity of frozen and canned products

Rising interest in products that support health and well-being

Manufacturers attract consumers with new flavours

COMPETITIVE LANDSCAPE

Leading Bonduelle Groupe offers a wide range of trusted products

ITLV Corp focuses on innovative marketing and product quality

CHANNELS

Grocery retailers offer a convenient shopping experience

Convenience and promotions of e-commerce appeal to consumers

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Population expansion and rising prices drive value growth in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health trend and price influence consumers' purchasing decisions

Rising competition and innovation

WHAT'S NEXT?

Population growth and inflation support further growth

Opportunities in processed vegetables

Expansion of domestic breakfast cereals production

COMPETITIVE LANDSCAPE

Mareven Food Central leads a fragmented market

Affordable and reliable private label continues to gain share

CHANNELS

Widespread presence and broad product assortment of grocery retailers

Growing influence of e-commerce and omnichannel strategies

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2021-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-kazakhstan/report.