



Euromonitor
International

Sweet Spreads in Kazakhstan

November 2025

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Sweet Spreads in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Honey benefits from healthy image

INDUSTRY PERFORMANCE

Changing consumption habits drive growth

Honey benefits from wider distribution and health-conscious trend

WHAT'S NEXT?

Continued growth amid expanding access and strong customer loyalty

Growing focus on better-for-you offerings

Manufacturers embrace new technologies to enhance product quality, while innovative packaging formats will enhance convenience

COMPETITIVE LANDSCAPE

Essen Production strengthens its leadership in sweet spreads

Pchela TOO emerges as the most dynamic player

CHANNELS

Modern grocery retailers fail to gain traction

E-commerce gains traction

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Cooking Ingredients and Meals in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Growing interest in global flavours and convenient time-savers

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand remains impacted by inflationary pressures

Honey shows fastest development

Growing interest in exotic flavours

WHAT'S NEXT?

Busy lifestyles will fuel demand

Sauces will see expanding flavour variety amid rising popularity of fast food

Kazakhstan to introduce digital labelling to boost transparency

COMPETITIVE LANDSCAPE

Eurasian Foods Corp leads sales

Efko OAO leverages local production to drive sales of Sloboda

Local players tap into traditional taste preferences while digital channels fuel competition

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Small local grocers remain dominant, with retail landscape remaining underdeveloped

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