Snacks in Kazakhstan

EXECUTIVE SUMMARY
Snacks in 2023: The big picture
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Competitive Landscape
Channel developments
What next for snacks?

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DISCLAIMER
SOURCES
Summary 1 - Research Sources

Chocolate Confectionery in Kazakhstan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Slow revival
Brand competition intensifies
Rakhat retains lead, while KDV Group OOO is strengthening its position

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Sugar Confectionery in Kazakhstan

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Problems with shortage of raw materials
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The share of Russian brands increases

PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

2023 DEVELOPMENTS
Sales are back on track
The take-home dairy ice cream category is expanding
The share of local production is growing

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Savoury Snacks in Kazakhstan

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Innovative products generate interest
The share of Russian brands increases in the savoury snacks category

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Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

KEY DATA FINDINGS

2023 DEVELOPMENTS

The sweet biscuits category is growing in volume terms
The wafers category sees falling volumes
The Milka brand has expanded its product range

PROSPECTS AND OPPORTUNITIES

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Plain biscuits offers growth potential in challenging economic conditions
Competition between players to intensify

CATEGORY DATA

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