

# Traditional Grocery Retailers in Kazakhstan

April 2022

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## Traditional Grocery Retailers in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Traditional grocery retailers struggle to keep up with growth of modern channel  
Individualised approach is not enough to prevent outlet closures during pandemic  
Government plans to stop tax evasion mostly fail

#### PROSPECTS AND OPPORTUNITIES

Traditional grocery retailers continue to face challenges from modern channels  
Eastern-style bazaars and small family shops will retain strong presence in some regions of Kazakhstan  
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E-commerce continues to see strong growth thanks to demand for convenience and increasing penetration of smartphones  
Protests and strikes in Kazakhstan may somewhat restrict retailing outlet numbers  
What next for retailing?

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