

# Breakfast Cereals in Kazakhstan

December 2024

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# Breakfast Cereals in Kazakhstan - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Stable volume sales in 2024 International brands maintain their lead Muesli and granola decline as consumers shift to more affordable options

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Retail development and population growth are growth drivers Innovative and healthier options expected Rise of retail e-commerce

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