

Chocolate Confectionery in Kazakhstan

July 2024

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Chocolate Confectionery in Kazakhstan - Category analysis

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2024 DEVELOPMENTS

Volume sales supported by reestablishment of supply chains, while value is pushed up by the price of cocoa Mix of local and international names in a fragmented overall category New flavours attract consumers to popular chocolate categories

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Promotions and discounts will remain important to attract consumers' attention Ongoing developments expected in the most popular categories Chocolate with toys remains in a slump due to high unit prices

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