

Baked Goods in Kazakhstan

December 2024

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Baked Goods in Kazakhstan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Impact of healthy eating trend and economic uncertainty Healthier pastries preferred Competitive landscape remains highly fragmented

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Bread will remain an important staple Combination of traditional flavours and innovation will shape cakes Rise of mini-bakeries, in-store bakeries and retail e-commerce

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Staple Foods in Kazakhstan - Industry Overview

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