



Euromonitor
International

Baby Food in Kazakhstan

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food sees excellent value sales, with lower positive volume supported by baseline demand
Agusha gains on Nestlé’s Gerber in prepared baby food
Demand for milk formula remains low, due to rising competition from solid food

PROSPECTS AND OPPORTUNITIES

Ongoing positive performance will be supported by healthy birth rates and scope for further category development
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Dairy Products and Alternatives in Kazakhstan - Industry Overview

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DISCLAIMER

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