



Euromonitor
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Wine in Kazakhstan

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Very healthy volume growth in 2023
Competitive landscape remains highly fragmented
Sparkling wine registers highest volume growth

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Increasingly discerning consumers support healthy volume growth
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Alcoholic Drinks in Kazakhstan - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
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Opening hours
On-trade establishments

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DISCLAIMER

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