



# RTD Coffee in Kazakhstan

January 2024

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## RTD Coffee in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Affordability and growing coffee culture support further growth in 2023

Coffee shops drive sales

Food Empire Holdings and Lotte Group lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Rising coffee culture and promotions will ensure future healthy growth

RTD coffee growth driven by younger generation

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