



Euromonitor  
International

# Yoghurt and Sour Milk Products in Kazakhstan

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust value sales supported by high prices, with low-yet-positive volume sales achieved  
Food Master maintains its lead, while Danone looks at rebranding  
Drinking yoghurt is more popular than flavoured (spoonable) yoghurt due to convenience and price

PROSPECTS AND OPPORTUNITIES

Sales expected to remain positive over the forecast period  
Food Master to retain its lead, while competition will remain strong between Danone and Campina  
No significant developments expected for plain yoghurt

CATEGORY DATA

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Dairy Products and Alternatives in Kazakhstan - Industry Overview

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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