



# Juice in Kazakhstan

January 2024

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## Juice in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Juice drinks benefit from their affordability and flavour options

Popularity of juice drinks impacts nectars

Coca-Cola and RG Brands lead thanks to their wide product portfolios and brand recognition

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Moderate volume growth of a mature product area

High prices and competition from other beverages hamper growth of 100% juice

Innovation to keep consumers interested

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