



Euromonitor  
International

# Savoury Snacks in Kazakhstan

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Potato chips continue to be the main growth driver for savoury snacks, with health trends on the rise  
Lay's beshbarmak flavour chips see lower-than-expected sales results due to supply chain issues  
Nuts, seeds and trail mixes benefit from health trends and a wide range of formats

PROSPECTS AND OPPORTUNITIES

Positive sales expected to continue over the forecast period  
Rise of private label in savoury snacks, thanks to quality products at affordable prices  
Expansion of Fix Price stores helps to support overall sales in snacks

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Snacks in Kazakhstan - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/savoury-snacks-in-kazakhstan/report](http://www.euromonitor.com/savoury-snacks-in-kazakhstan/report).