



Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

The popularity of snack bars helps to support overall category sales

Fruit snacks benefit from rising health and wellbeing trends

Local and Russian players do well in sweet biscuits, while private label is also on the rise

PROSPECTS AND OPPORTUNITIES

Competitive pricing will remain important across the whole category

Sweet biscuits continues to hold opportunities, despite being a more mature subcategory

Smaller players may become absorbed by larger names

CATEGORY DATA

- Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
- Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
- Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
- Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
- Table 9 - NBO Company Shares of Snack Bars: % Value 2020-2024
- Table 10 - LBN Brand Shares of Snack Bars: % Value 2021-2024
- Table 11 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
- Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
- Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
- Table 14 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
- Table 15 - Distribution of Snack Bars by Format: % Value 2019-2024
- Table 16 - Distribution of Fruit Snacks by Format: % Value 2019-2024
- Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

Snacks in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

- Table 21 - Sales of Snacks by Category: Volume 2019-2024
- Table 22 - Sales of Snacks by Category: Value 2019-2024
- Table 23 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 24 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 25 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 26 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 27 - Penetration of Private Label by Category: % Value 2019-2024
- Table 28 - Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-kazakhstan/report.