



# Energy Drinks in Kazakhstan

January 2024

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## Energy Drinks in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowed growth in 2023 due to negative media coverage

Setback impacts sales during the peak summer period

Gorilla maintains its lead thanks to affordable pricing, wide distribution and flavour variety

#### PROSPECTS AND OPPORTUNITIES

Slowed growth due to saturation

Energy drinks could face increasing competition from RTD coffee and other drinks with added energy benefits

Little thirst for reduced sugar variants

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