

# Butter and Spreads in Kazakhstan

August 2024

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# Butter and Spreads in Kazakhstan - Category analysis

# **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Positive sales supported by healthy performance of butter Local brands benefit from regional preferences Margarine and spreads remains consolidated between a few main players due to declining interest in the subcategory

## PROSPECTS AND OPPORTUNITIES

A positive performance ahead, thanks to the ongoing popularity of butter Will margarine and spreads see a revival? Cooking fats to remain in negative figures due to competition from other, more preferable options

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