



Euromonitor
International

Cooking Ingredients and Meals in Kazakhstan

November 2024

Table of Contents

EXECUTIVE SUMMARY

- Cooking ingredients and meals in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for cooking ingredients and meals?

MARKET DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 7 - Penetration of Private Label by Category: % Value 2019-2024
- Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

Edible Oils in Kazakhstan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sunflower oil remains the most popular product type by a huge margin
- Rising health-consciousness boosts olive oil consumption
- Interest in cottonseed oil continues to increase

PROSPECTS AND OPPORTUNITIES

- Sunflower oil prices should remain reasonably stable despite global pressures
- Use of rapeseed oil set to continue rising
- Corn oil expected to become more popular

CATEGORY DATA

- Table 13 - Sales of Edible Oils by Category: Volume 2019-2024
- Table 14 - Sales of Edible Oils by Category: Value 2019-2024
- Table 15 - Sales of Edible Oils by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Edible Oils by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Edible Oils: % Value 2020-2024
- Table 18 - LBN Brand Shares of Edible Oils: % Value 2021-2024
- Table 19 - Distribution of Edible Oils by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Edible Oils by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Edible Oils by Category: Value 2024-2029
- Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

Meals and Soups in Kazakhstan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Busier lifestyles strengthen appreciation for convenience of ready meals
Narrow assortment and unhealthy image continue to restrict appeal of dry soup
Demand for frozen pizza picks up as interest in chilled varieties remains low

PROSPECTS AND OPPORTUNITIES

Frozen ready meals expected to remain the biggest and best performing category
Development prospects for chilled ready meals and chilled pizza are limited
Domestic players likely to remain dominant in ready meals

CATEGORY DATA

- Table 24 - Sales of Meals and Soups by Category: Volume 2019-2024
- Table 25 - Sales of Meals and Soups by Category: Value 2019-2024
- Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 27 - Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 28 - NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 29 - LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 30 - Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 31 - Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 32 - Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 33 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 34 - Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

Sauces, Dips and Condiments in Kazakhstan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Adoption of healthier eating habits subdues demand for mayonnaise
Soy sauces remains a key beneficiary of growing interest in Asian cuisine
High consumption of meat-based dishes continues to boost ketchup sales

PROSPECTS AND OPPORTUNITIES

Widespread use in Kazakh cuisine will support stable demand for herbs and spices
Mayonnaise likely to see the launch of more health-oriented and flavoured varieties
Tomato pastes and purées retains strong growth prospects

CATEGORY DATA

- Table 35 - Sales of Sauces, Dips and Condiments by Category: Volume 2019-2024
- Table 36 - Sales of Sauces, Dips and Condiments by Category: Value 2019-2024
- Table 37 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2019-2024
- Table 38 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2019-2024
- Table 39 - Sales of Liquid Recipe Sauces by Type: % Value 2019-2024
- Table 40 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2020-2024
- Table 41 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2024
- Table 42 - Distribution of Sauces, Dips and Condiments by Format: % Value 2019-2024
- Table 43 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2024-2029
- Table 44 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2024-2029
- Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2024-2029
- Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand buoyed by high birth rates and easing of inflationary pressures

Honey continues to show the fastest development

PROSPECTS AND OPPORTUNITIES

E-commerce expected to become a more important distribution channel for honey

Health concerns and pricing pressures will pose challenges for chocolate spreads

Domestic production of jams and preserves likely to remain underdeveloped

CATEGORY DATA

Table 47 - Sales of Sweet Spreads by Category: Volume 2019-2024

Table 48 - Sales of Sweet Spreads by Category: Value 2019-2024

Table 49 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024

Table 50 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024

Table 51 - NBO Company Shares of Sweet Spreads: % Value 2020-2024

Table 52 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024

Table 53 - Distribution of Sweet Spreads by Format: % Value 2019-2024

Table 54 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029

Table 55 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029

Table 56 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029

Table 57 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

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/cooking-ingredients-and-meals-in-kazakhstan/report.