



Euromonitor
International

Ice Cream in Kazakhstan

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream fares well due to recovery from pandemic and supply chain challenges
Local Shin-Lain maintains its leadership thanks to myriad strengths
The Magnat brand returns after previous disruptions

PROSPECTS AND OPPORTUNITIES

Sales expected to stabilise at lower growth figures, while remaining positive overall
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DISCLAIMER

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