

# Meals and Soups in Kazakhstan

November 2024

**Table of Contents** 

## Meals and Soups in Kazakhstan - Category analysis

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

# Cooking Ingredients and Meals in Kazakhstan - Industry Overview

## **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 12 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2019-2024
- Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 23 Forecast Sales of Cooking Ingredients and Meals 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 focusing 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/meals-and-soups-in-kazakhstan/report.