



Euromonitor
International

RTD Coffee in Kazakhstan

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RTD Coffee in Kazakhstan - Category analysis

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Volume sales continue to be low

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Lower growth over forecast

RTD coffee ripe for innovation

Younger consumers drive volume growth

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Little space for more premium players

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Minimal volume sales through foodservice

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Soft Drinks in Kazakhstan - Industry Overview

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2025 marks a recovery, as inflation eases

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INDUSTRY PERFORMANCE

Recovery, after previous difficult year

Consumers still price sensitive

RTD tea strongest performer

Continuing flavour innovation

WHAT'S NEXT?

Moderate volume growth over forecast period

Continuing price sensitivity
Continuing regulatory pressure on energy drinks

COMPETITIVE LANDSCAPE

Coca-Cola holds on to commanding lead and makes strong recovery after difficult 2024
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Summary 1 - Research Sources

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