



Euromonitor
International

Juice in Kazakhstan

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Little room for more premium offerings

INDUSTRY PERFORMANCE

Minimal volume growth, though some recovery from previous years

Juice drinks (up to 24% juice) gain most volume share

WHAT'S NEXT?

Minimal volume growth, with consumers still price sensitive

Flavour key driver of differentiation

Not from concentrates 100% juice continues to be niche

COMPETITIVE LANDSCAPE

RG Brands holds on to commanding lead

Galanz Bottlers gains most volume share

CHANNELS

Small local grocers lead retail distribution, but are losing volume share

Significant volume sales through foodservice

CATEGORY DATA

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[Soft Drinks in Kazakhstan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 marks a recovery, as inflation eases

KEY DATA FINDINGS

INDUSTRY PERFROMANCE

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
RG Brands has significant foothold

CHANNELS

Small local grocers lead, but lose value share
E-commerce and convenience stores register healthy value growth
Foodservice vs retail split

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Summary 1 - Research Sources

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