



Euromonitor
International

Meals and Soups in Kazakhstan

November 2025

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Meals and Soups in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and a widening range support sales growth

INDUSTRY PERFORMANCE

Urbanisation and busier lifestyles drive growth in meals and soups

Frozen pizza leads growth

WHAT'S NEXT?

Innovation and local sourcing to support steady growth

Growing demand for natural, additive-free, and nutrient-enriched products

New technologies will enhance transparency

COMPETITIVE LANDSCAPE

Constant-A TOO suffers further loss of share

Consistent quality and dynamic pricing drive Profipak TOO's market growth

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Small local grocers remains leading distribution channel

Retail e-commerce shows dynamic growth but remains underdeveloped

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Cooking Ingredients and Meals in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Growing interest in global flavours and convenient time-savers

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand remains impacted by inflationary pressures

Honey shows fastest development

Growing interest in exotic flavours

WHAT'S NEXT?

Busy lifestyles will fuel demand

Sauces will see expanding flavour variety amid rising popularity of fast food

Kazakhstan to introduce digital labelling to boost transparency

COMPETITIVE LANDSCAPE

Eurasian Foods Corp leads sales

Efko OAO leverages local production to drive sales of Sloboda

Local players tap into traditional taste preferences while digital channels fuel competition

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