



Grocery Retailers in Kazakhstan

March 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Small local grocers continue to lose value share
Magnum continues to lead and expands further
Sizeable new competitor, with the opening of SPAR's first outlet in 2022

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Modern grocery retailing continues to expand at steady rate
E-commerce continues to register impressive growth
Traditional grocery retailers continue to face challenges from modern channels

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