

Cheese in Kazakhstan

August 2024

Table of Contents

Cheese in Kazakhstan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low volume sales for the less popular category of cheese
Cheese is a fragmented category with little brand loyalty
Hard cheese is the most popular, but soft cheese has stronger local production

PROSPECTS AND OPPORTUNITIES

Moderate yet positive sales expected to persist
Basic hard cheese will remain the most popular, while spreadable cheese could offer a competitive advantage
Rising opportunities for international players once economic, logistic, and geopolitical factors settle

CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2019-2024
Table 2 - Sales of Cheese by Category: Value 2019-2024
Table 3 - Sales of Cheese by Category: % Volume Growth 2019-2024
Table 4 - Sales of Cheese by Category: % Value Growth 2019-2024
Table 5 - Sales of Spreadable Cheese by Type: % Value 2019-2024
Table 6 - Sales of Soft Cheese by Type: % Value 2019-2024
Table 7 - Sales of Hard Cheese by Type: % Value 2019-2024
Table 8 - NBO Company Shares of Cheese: % Value 2020-2024
Table 9 - LBN Brand Shares of Cheese: % Value 2021-2024
Table 10 - Distribution of Cheese by Format: % Value 2019-2024
Table 11 - Forecast Sales of Cheese by Category: Volume 2024-2029
Table 12 - Forecast Sales of Cheese by Category: Value 2024-2029
Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029
Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 19 - Penetration of Private Label by Category: % Value 2019-2024
Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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