

# Wine in Kazakhstan

June 2024

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## Wine in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Very healthy volume growth in 2023  
Competitive landscape remains highly fragmented  
Sparkling wine registers highest volume growth

#### PROSPECTS AND OPPORTUNITIES

Increasingly discerning consumers support healthy volume growth  
Limited growth for non/low alcohol wines  
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## Alcoholic Drinks in Kazakhstan - Industry Overview

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Retailing developments  
On-trade vs off-trade split  
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Smoking ban  
Opening hours  
On-trade establishments

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