

# Savoury Snacks in Kazakhstan

July 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Potato chips continue to be the main growth driver for savoury snacks, with health trends on the rise

Lay's beshbarmak flavour chips see lower-than-expected sales results due to supply chain issues

Nuts, seeds and trail mixes benefit from health trends and a wide range of formats

#### PROSPECTS AND OPPORTUNITIES

Positive sales expected to continue over the forecast period

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