

# Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

July 2024

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#### Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

The popularity of snack bars helps to support overall category sales Fruit snacks benefit from rising health and wellbeing trends Local and Russian players do well in sweet biscuits, while private label is also on the rise

#### PROSPECTS AND OPPORTUNITIES

Competitive pricing will remain important across the whole category Sweet biscuits continues to hold opportunities, despite being a more mature subcategory Smaller players may become absorbed by larger names

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