

Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

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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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