

# Sports Drinks in Kazakhstan

January 2024

**Table of Contents** 

## Sports Drinks in Kazakhstan - Category analysis

### 2023 DEVELOPMENTS

## Soft Drinks in Kazakhstan - Industry Overview

## **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 19 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 20 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 25 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 26 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 27 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 28 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 29 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 30 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

### DISCLAIMER

### **SOURCES**

Summary 1 - Research Sources

## **About Euromonitor International**

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-drinks-in-kazakhstan/report.