



Euromonitor
International

Tea in Kazakhstan

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Tea in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea's maturity dampens volume growth

INDUSTRY PERFORMANCE

Profit margins squeezed, with minimal volume growth

Fruit/herbal tea gains most value share

WHAT'S NEXT?

Minimal volume growth over forecast period, as black tea is in decline

High price sensitivity over forecast period

Fruit/herbal tea performs strongly

COMPETITIVE LANDSCAPE

RG Brands continues to lead

Smaller player Mai Kompanya gains most value share

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Developing coffee culture

Flavour innovation key driver of growth

WHAT'S NEXT?

Minimal volume growth over forecast period

Health and wellness key drivers of growth

Continuing innovation supports sales

COMPETITIVE LANDSCAPE

RG Brands AO continues to have sizeable foothold

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