



Euromonitor
International

Baked Goods in Kazakhstan

November 2025

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Baked Goods in Kazakhstan - Category analysis

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2025 DEVELOPMENTS

Rising demand for healthier options

INDUSTRY PERFORMANCE

Growing focus on wellness and functional nutrition

Consumers increasingly consume small, sweet snacks between meals

WHAT'S NEXT?

Growing urban population supports future expansion

Evolving consumer bread preferences

Rising sustainability concerns

COMPETITIVE LANDSCAPE

Competitive landscape remains highly fragmented

KDV Group OOO offers an attractive balance of price and quality

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Staple Foods in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Population expansion and rising prices drive value growth in 2025

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INDUSTRY PERFORMANCE

Health trend and price influence consumers' purchasing decisions

Rising competition and innovation

WHAT'S NEXT?

Population growth and inflation support further growth

Opportunities in processed vegetables

Expansion of domestic breakfast cereals production

COMPETITIVE LANDSCAPE

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