



Euromonitor
International

Wine in Kazakhstan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices and purchasing power decline impact wine sales in 2024
Innovation to attract a younger audience seeking novelty and quality
Rising interest in variety and quality drives growth of food/drink/tobacco specialists

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Growth fuelled by shifting consumer attitudes
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Alcoholic Drinks in Kazakhstan - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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