



Euromonitor  
International

# Coffee in Kazakhstan

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## Coffee in Kazakhstan - Category analysis

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#### 2025 DEVELOPMENTS

Instant coffee still dominates

#### INDUSTRY PERFORMANCE

Fresh coffee in particular impacted by steep price rises

Instant coffee mixes gain most value share

#### WHAT'S NEXT?

Positive outlook over forecast period

Flavour innovation in instant coffee mixes

Fresh coffee registers highest volume growth

#### COMPETITIVE LANDSCAPE

MacCoffee leads in terms of volume share

Jacobs Douwe Egberts gains most value share

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Small local grocers dominate, but are losing value share

Significant volume sales through foodservice

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Developing coffee culture

Flavour innovation key driver of growth

#### WHAT'S NEXT?

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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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### About Euromonitor International

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