



Euromonitor
International

Other Hot Drinks in Kazakhstan

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Other Hot Drinks in Kazakhstan - Category analysis

KEY DATA FINDINGS

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Russian manufactured Nestlé brand, Khrutka, makes significant gains

INDUSTRY PERFORMANCE

Lower volume growth in 2025

Chicory gaining popularity

WHAT'S NEXT?

Positive outlook over forecast period

Increasing premiumisation

Significant potential for chicory

COMPETITIVE LANDSCAPE

Nestlé continues to dominate

Khrutka brand gains most value share, with other Russian brands also launching

CHANNELS

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Convenience stores and e-commerce see healthy value growth

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Hot Drinks in Kazakhstan - Industry Overview

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Minimal volume growth, as inflation still an issue

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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CHANNELS

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