



Euromonitor
International

Cider/Perry in Kazakhstan

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Price Increases Slow Cider Growth Despite Resilient Consumer Spending

Wild Kazakh'S Focus on Local Identity Builds Brand Differentiation Amid Limited Innovation

Chart 1 - Local Manufacturers Focus on Heritage and Tradition

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Producers Are Set to Expand Flavour Options to Compete with Rtds and Beer

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration Intensifies as Vinzavod Issyk Ao Strengthens Its Dominance

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Modern Formats Are Steadily Capturing Share From Traditional Shops

Retail E-Commerce Gains Traction, but Remains a Secondary Channel in Cider/Perry

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cider/Perry

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cider/Perry

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Players Focus on Flavour Innovation to Attract Younger Consumers of Legal Drinking Age

Chart 14 - Players Continue to Invest in New Products with Diverse Flavours

Consumer Preferences Shift beyond Tradition Towards Experimentation and Moderation

Chart 15 - Kokshetauminvody Ao Launched Archa, One of the First Locally Produced Gin

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

Chart 18 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Innovation and Affordability Will Define the Next Phase of Alcoholic Drinks Growth

Modern Spirits and Cocktail Culture Is Set to Drive Portfolio Diversification and Premiumisation

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Leaders Strengthen Their Position through Diversification and Distribution

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Supermarkets and Food/Drink/Tobacco Specialists Grow as Small Local Grocers Lose Ground

Hybrid E-Commerce Models Expand but Remain Niche Amid Regulation

On-Trade Drives Innovation as Off-Trade Sustains Volume Growth

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

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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