



# Rice, Pasta and Noodles in Kazakhstan

November 2025

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### 2025 DEVELOPMENTS

Rice, pasta, and noodles: affordable staples

### INDUSTRY PERFORMANCE

Growth supported by rising popularity of home-cooked meals

Super noodles performance

### WHAT'S NEXT?

Affordable and convenient sources of carbohydrates

Rising interest in organic and cleaner products

Sustainability to become a key competitive advantage

### COMPETITIVE LANDSCAPE

Leading Mareven Food Central enjoys strong customer loyalty

Resurs' range expansion ensures strong growth in 2025

### CHANNELS

Grocery retailers offer and extensive assortment of brands, formats and flavours

E-commerce expands, offering convenience and savings

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Population expansion and rising prices drive value growth in 2025

## KEY DATA FINDINGS

## 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

Mareven Food Central leads a fragmented market  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-kazakhstan/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-kazakhstan/report).

