



Processed Fruit and Vegetables in Kazakhstan

November 2025

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Processed Fruit and Vegetables in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek products that combine convenience with health benefits

INDUSTRY PERFORMANCE

Affordable shelf stable vegetables lead

Shelf stable tomatoes benefit from being a staple ingredient in national cuisine

WHAT'S NEXT?

Increasing popularity of frozen and canned products

Rising interest in products that support health and well-being

Manufacturers attract consumers with new flavours

COMPETITIVE LANDSCAPE

Leading Bonduelle Groupe offers a wide range of trusted products

ITLV Corp focuses on innovative marketing and product quality

CHANNELS

Grocery retailers offer a convenient shopping experience

Convenience and promotions of e-commerce appeal to consumers

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EXECUTIVE SUMMARY

Population expansion and rising prices drive value growth in 2025

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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

Affordable and reliable private label continues to gain share

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