



Euromonitor  
International

# Sweet Spreads in Kazakhstan

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## Sweet Spreads in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Honey benefits from healthy image

#### INDUSTRY PERFORMANCE

Changing consumption habits drive growth

Honey benefits from wider distribution and health-conscious trend

#### WHAT'S NEXT?

Continued growth amid expanding access and strong customer loyalty

Growing focus on better-for-you offerings

Manufacturers embrace new technologies to enhance product quality, while innovative packaging formats will enhance convenience

#### COMPETITIVE LANDSCAPE

Essen Production strengthens its leadership in sweet spreads

Pchela TOO emerges as the most dynamic player

#### CHANNELS

Modern grocery retailers fail to gain traction

E-commerce gains traction

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## Cooking Ingredients and Meals in Kazakhstan - Industry Overview

### EXECUTIVE SUMMARY

Growing interest in global flavours and convenient time-savers

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Demand remains impacted by inflationary pressures

Honey shows fastest development

Growing interest in exotic flavours

#### WHAT'S NEXT?

Busy lifestyles will fuel demand

Sauces will see expanding flavour variety amid rising popularity of fast food

Kazakhstan to introduce digital labelling to boost transparency

## COMPETITIVE LANDSCAPE

Eurasian Foods Corp leads sales

Efko OAO leverages local production to drive sales of Sloboda

Local players tap into traditional taste preferences while digital channels fuel competition

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Small local grocers remain dominant, with retail landscape remaining underdeveloped

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-kazakhstan/report](http://www.euromonitor.com/sweet-spreads-in-kazakhstan/report).