



Euromonitor
International

Rtds in Kazakhstan

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising interest in flavoured, low alcohol drinks benefits RTDs in 2024
Leading Bacchus AO’s broad range allows it to cater to diverse consumer preferences
Modern channels gradually taking share from traditional stores

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RTDs gaining momentum with recent product launches
Bacchus set to maintain its lead
Innovation as a key driver of growth

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Alcoholic Drinks in Kazakhstan - Industry Overview

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2024 key trends
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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

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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

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DISCLAIMER

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