



Euromonitor  
International

# Dairy Products and Alternatives in Kazakhstan

August 2025

Table of Contents

## Dairy Products and Alternatives in Kazakhstan

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Kazakhstan

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Baby food benefits from steady volume growth

Nestlé SA leads the baby food category

Grocery retailers lead in terms of distribution

### PROSPECTS AND OPPORTUNITIES

Muted outlook for baby food

Specialist baby food offers growth potential

Companies leverage digital channels for marketing and sales

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

## Butter and Spreads in Kazakhstan

### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Consumers shift to butter for health benefits and taste  
Eurasian Foods Corp AO leads in butter and spreads  
Modern grocery retailers are gaining on small local grocers

## PROSPECTS AND OPPORTUNITIES

Further gains ahead for the butter category  
Health-centred product development to fuel value growth  
Automated technologies are integrated into production

## CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025  
Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025  
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025  
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025  
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025  
Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025  
Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025  
Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030  
Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030  
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030  
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

## Cheese in Kazakhstan

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Buoyant performance for the cheese category  
Food Master AO enjoys strong position in cheese  
Supermarkets edge forward to claim leading value share in cheese

## PROSPECTS AND OPPORTUNITIES

Solid prospects for the cheese category  
Health trend to spur consumer interest and boost category performance  
Digital technologies will enhance local production

## CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025  
Table 33 - Sales of Cheese by Category: Value 2020-2025  
Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025  
Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025  
Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025  
Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025  
Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025  
Table 39 - NBO Company Shares of Cheese: % Value 2021-2025  
Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025  
Table 41 - Distribution of Cheese by Format: % Value 2020-2025  
Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030  
Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030  
Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030  
Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

## Drinking Milk Products in Kazakhstan

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Strong momentum in growth of drinking milk products  
Food Master AO holds lead in drinking milk products  
Supermarkets are leading distribution channel

### PROSPECTS AND OPPORTUNITIES

Moderate growth expected in drinking milk products  
Local production to further develop in drinking milk products  
Technology and sustainability trends to support retail development

### CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025  
Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025  
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025  
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025  
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025  
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025  
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025  
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030  
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030  
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030  
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

## Yoghurt and Sour Milk Products in Kazakhstan

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sour milk and plain yoghurt drive category growth  
Food Master AO holds a strong position  
Supermarkets attract consumers with broad choice and promotional deals

### PROSPECTS AND OPPORTUNITIES

Rising unit prices to impact the category  
Premium lines to support value growth  
Legislative regulations are set to raise local product quality standards

### CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025  
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025  
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025  
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025  
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025  
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025  
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025  
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025  
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030  
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030  
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030  
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Staple use of other dairy supports category development

Food Master AO enjoys a strong position

Consumers prefer supermarkets for promotional deals and wide choice

### PROSPECTS AND OPPORTUNITIES

Other dairy is set to gain traction

Natural and organic lines set to gain appeal

Technology is supporting retail distribution

### CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

## 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/dairy-products-and-alternatives-in-kazakhstan/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-kazakhstan/report).