



Euromonitor
International

Staple Foods in Kazakhstan

November 2025

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Staple Foods in Kazakhstan

EXECUTIVE SUMMARY

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

Affordable and reliable private label continues to gain share

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Consumers increasingly consume small, sweet snacks between meals

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Evolving consumer bread preferences
Rising sustainability concerns

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers increasingly demand convenience and healthier breakfast cereals

INDUSTRY PERFORMANCE

Convenience trend stimulates demand in 2025
Bright, colourful packaging and promotions attract consumers to children's cereals

WHAT'S NEXT?

Rising demand for convenient and nutritious breakfast cereals
Health and wellness trend shape the breakfast cereals market
Technological innovations as a key driver of growth

COMPETITIVE LANDSCAPE

Nestlé maintains its clear lead in 2025
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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

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Convenience and health trends shape the market in 2025

INDUSTRY PERFORMANCE

Consumers increasingly seek healthier options

Popularity of barbecuing meat continues to support demand for chilled processed meat

WHAT'S NEXT?

Growth driven by rising demand for convenient, ready-to-eat products

Growing focus on health and mindful nutrition

Rising importance of sustainability

COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in Kazakhstan](#)

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-kazakhstan/report.