



Processed Meat, Seafood and Alternatives To Meat in Kazakhstan

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Strong consumer trust supports Alel Agro's leadership position

Tulip International strengthens its distribution and promotions in 2025

CHANNELS

In-store discounts, promotions, and product tastings attract consumers

Retail e-commerce appeals to young urban consumers with busy lifestyles

CATEGORY DATA

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Staple Foods in Kazakhstan - Industry Overview

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

CHANNELS

Widespread presence and broad product assortment of grocery retailers
Growing influence of e-commerce and omnichannel strategies

MARKET DATA

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