



# Beer in Kazakhstan

June 2023

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## Beer in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flat growth for beer overall, while non/low alcohol and flavoured variants hold appeal

Draught beer sees its shares decline, due to hiking unit prices and a price-sensitive consumer audience

Beer leaders tap into current trends to maintain their strong places

#### PROSPECTS AND OPPORTUNITIES

Positive outlook ahead, driven by ongoing new product developments

Flavoured/mixed lager set to attract new products from unbranded "others"

Imported beer set to become increasingly popular as it reduces price gaps and launches special offers

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