

Energy Drinks in Kazakhstan

January 2024

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Energy Drinks in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowed growth in 2023 due to negative media coverage
Setback impacts sales during the peak summer period
Gorilla maintains its lead thanks to affordable pricing, wide distribution and flavour variety

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Slowed growth due to saturation
Energy drinks could face increasing competition from RTD coffee and other drinks with added energy benefits
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