

Baby Food in Kazakhstan

August 2024

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Baby Food in Kazakhstan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food sees excellent value sales, with lower positive volume supported by baseline demand Agusha gains on Nestlé's Gerber in prepared baby food Demand for milk formula remains low, due to rising competition from solid food

PROSPECTS AND OPPORTUNITIES

Ongoing positive performance will be supported by healthy birth rates and scope for further category development Milk formula for older infants will continue to be hampered by competition from solid food Mare milk from brand Saumal tipped as one to watch

CATEGORY DATA

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DISCLAIMER

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