



Spirits in Kazakhstan

June 2024

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Spirits in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small fall in volume sales in 2023
Whiskies, second most popular spirit
Local brands continue to dominate

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Further decline over forecast period
Gin and tequila continue their rise
Gradual change in distribution landscape

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Alcoholic Drinks in Kazakhstan - Industry Overview

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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