



Wine in Kazakhstan

June 2024

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Wine in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Very healthy volume growth in 2023
Competitive landscape remains highly fragmented
Sparkling wine registers highest volume growth

PROSPECTS AND OPPORTUNITIES

Increasingly discerning consumers support healthy volume growth
Limited growth for non/low alcohol wines
Vermouth registers lower volume growth

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Alcoholic Drinks in Kazakhstan - Industry Overview

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Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

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