



Euromonitor
International

Bottled Water in Kazakhstan

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Bottled Water in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ongoing issues with tap water support volume sales

INDUSTRY PERFORMANCE

Continuing volume growth for bottled water

Flavoured bottled water registers highest volume growth

WHAT'S NEXT?

Further healthy volume growth

Minimal innovation over forecast period

Limited demand for functional bottled water as yet

COMPETITIVE LANDSCAPE

RG Brands continues to lead, with Unix close behind

Coca-Cola performs strongly

CHANNELS

Small local grocers lead retail distribution, but are losing volume share

Some volume sales through foodservice

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Soft Drinks in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

2025 marks a recovery, as inflation eases

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INDUSTRY PERFORMANCE

Recovery, after previous difficult year

Consumers still price sensitive

RTD tea strongest performer

Continuing flavour innovation

WHAT'S NEXT?

Moderate volume growth over forecast period

Continuing price sensitivity
Continuing regulatory pressure on energy drinks

COMPETITIVE LANDSCAPE

Coca-Cola holds on to commanding lead and makes strong recovery after difficult 2024
RG Brands has significant foothold

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Summary 1 - Research Sources

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