



Baked Goods in Kazakhstan

November 2025

Table of Contents

Baked Goods in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for healthier options

INDUSTRY PERFORMANCE

Growing focus on wellness and functional nutrition

Consumers increasingly consume small, sweet snacks between meals

WHAT'S NEXT?

Growing urban population supports future expansion

Evolving consumer bread preferences

Rising sustainability concerns

COMPETITIVE LANDSCAPE

Competitive landscape remains highly fragmented

KDV Group OOO offers an attractive balance of price and quality

CHANNELS

Grocery retailers partner with local bakeries to offer items tailored to national preferences

Rapid e-commerce expansion

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Population expansion and rising prices drive value growth in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health trend and price influence consumers' purchasing decisions

Rising competition and innovation

WHAT'S NEXT?

Population growth and inflation support further growth

Opportunities in processed vegetables

Expansion of domestic breakfast cereals production

COMPETITIVE LANDSCAPE

Mareven Food Central leads a fragmented market

Affordable and reliable private label continues to gain share

CHANNELS

Widespread presence and broad product assortment of grocery retailers

Growing influence of e-commerce and omnichannel strategies

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2021-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-kazakhstan/report.