



Euromonitor
International

Spirits in Kazakhstan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed results for spirits in 2024
Innovation, well-established distribution, and a longstanding market presence ensure Global Beverages TOO leads
The on-trade channel remains a key space for brand promotion and consumer engagement

PROSPECTS AND OPPORTUNITIES

Vodka decline impacts overall performance
New regulation to improve product quality, protect consumers, and bring greater clarity and control
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Alcoholic Drinks in Kazakhstan - Industry Overview

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Alcoholic drinks in 2024: The big picture
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Retail 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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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