



Euromonitor
International

Beer in Kazakhstan

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Declining purchasing power and rising prices impact demand
- Efes Kazakhstan AO IP leads with its broad portfolio of domestic beers
- Rising consumer demand for brand variety benefits food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

- Evolving flavour profiles and formats to support future sales
- Regulatory changes simplify operations and support business development
- Promotions and innovation essential to maintain consumer interest

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- 2024 key trends
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- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

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

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DISCLAIMER

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