



Euromonitor
International

RTD Tea in Kazakhstan

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RTD Tea in Kazakhstan - Category analysis

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RTD tea best performing soft drink in 2025

INDUSTRY PERFORMANCE

Continuing thirst for RTD tea

Flavour innovation key driver of sales

WHAT'S NEXT?

Rosy outlook over forecast period

Continuing focus on flavours

Little demand for reduced sugar offerings

COMPETITIVE LANDSCAPE

Galanx Bottlers holds on to commanding lead

Fuze Tea registers explosive volume growth

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

Significant volume sales through foodservice

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Soft Drinks in Kazakhstan - Industry Overview

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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
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Summary 1 - Research Sources

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