



Rice, Pasta and Noodles in Kazakhstan

November 2025

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2025 DEVELOPMENTS

Rice, pasta, and noodles: affordable staples

INDUSTRY PERFORMANCE

Growth supported by rising popularity of home-cooked meals

Super noodles performance

WHAT'S NEXT?

Affordable and convenient sources of carbohydrates

Rising interest in organic and cleaner products

Sustainability to become a key competitive advantage

COMPETITIVE LANDSCAPE

Leading Mareven Food Central enjoys strong customer loyalty

Resurs' range expansion ensures strong growth in 2025

CHANNELS

Grocery retailers offer and extensive assortment of brands, formats and flavours

E-commerce expands, offering convenience and savings

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Population expansion and rising prices drive value growth in 2025

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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

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