



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Kazakhstan

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cereal bars register highest value growth, due to healthier positioning

Rakhat holds on to tight lead

Forecourt retailers gain most value share

PROSPECTS AND OPPORTUNITIES

Continuing population growth supports value sales

Products with functional ingredients see growth area over forecast period

Digital space increasingly important

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-kazakhstan/report.