



Euromonitor
International

Energy Drinks in Kazakhstan

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Energy Drinks in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks prove very resilient

INDUSTRY PERFORMANCE

Further volume growth, despite ban on sales to under 21-year-olds

Reduced sugar energy drinks gain the most volume share

WHAT'S NEXT?

Healthy volume growth over forecast period

Innovation, affordability and effective marketing drive volume sales

Further restrictions possible

COMPETITIVE LANDSCAPE

Gorilla brands continues to dominate

Tassay makes quick impact

CHANNELS

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

Significant volume sales through foodservice

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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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CHANNELS

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Summary 1 - Research Sources

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