



Euromonitor
International

Cooking Ingredients and Meals in Kazakhstan

November 2025

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Cooking Ingredients and Meals in Kazakhstan

EXECUTIVE SUMMARY

Growing interest in global flavours and convenient time-savers

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Demand remains impacted by inflationary pressures

Honey shows fastest development

Growing interest in exotic flavours

WHAT'S NEXT?

Busy lifestyles will fuel demand

Sauces will see expanding flavour variety amid rising popularity of fast food

Kazakhstan to introduce digital labelling to boost transparency

COMPETITIVE LANDSCAPE

Eurasian Foods Corp leads sales

Efko OAO leverages local production to drive sales of Sloboda

Local players tap into traditional taste preferences while digital channels fuel competition

CHANNELS

Small local grocers remain dominant, with retail landscape remaining underdeveloped

Retail e-commerce continues to post dynamic growth

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Consumers seeking natural and fortified oils

INDUSTRY PERFORMANCE

Rising raw material costs drive up retail prices

Sunflower oil leads value growth

WHAT'S NEXT?

Edible oil sales will be supported by supply expansion and rising exports
Growing demand for more natural, unprocessed options

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

Convenience and a widening range support sales growth

INDUSTRY PERFORMANCE

Urbanisation and busier lifestyles drive growth in meals and soups
Frozen pizza leads growth

WHAT'S NEXT?

Innovation and local sourcing to support steady growth
Growing demand for natural, additive-free, and nutrient-enriched products
New technologies will enhance transparency

COMPETITIVE LANDSCAPE

Constant-A TOO suffers further loss of share
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Busier lifestyles fuels demand for convenient sauces, dips and condiments

INDUSTRY PERFORMANCE

Growing popularity of international cuisine fuels demand

Soy sauce leads growth

WHAT'S NEXT?

Convenience trend to drive future growth

Widespread use in Kazakh cuisine will support stable demand for herbs and spices

Consumers to seek clean-label sauces with traceable ingredients

COMPETITIVE LANDSCAPE

Eurasian Foods Corp consolidates its leadership

Unilever sees robust growth from low base

CHANNELS

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Sweet Spreads in Kazakhstan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Honey benefits from healthy image

INDUSTRY PERFORMANCE

Changing consumption habits drive growth

Honey benefits from wider distribution and health-conscious trend

WHAT'S NEXT?

Continued growth amid expanding access and strong customer loyalty

Growing focus on better-for-you offerings

Manufacturers embrace new technologies to enhance product quality, while innovative packaging formats will enhance convenience

COMPETITIVE LANDSCAPE

Essen Production strengthens its leadership in sweet spreads

Pchela TOO emerges as the most dynamic player

CHANNELS

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