



# Staple Foods in Kazakhstan

November 2025

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## Staple Foods in Kazakhstan

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Population expansion and rising prices drive value growth in 2025

### KEY DATA FINDINGS

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Rising competition and innovation

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Population growth and inflation support further growth

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Expansion of domestic breakfast cereals production

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[Breakfast Cereals in Kazakhstan](#)

## KEY DATA FINDINGS

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## INDUSTRY PERFORMANCE

Convenience trend stimulates demand in 2025  
Bright, colourful packaging and promotions attract consumers to children's cereals

## WHAT'S NEXT?

Rising demand for convenient and nutritious breakfast cereals  
Health and wellness trend shape the breakfast cereals market  
Technological innovations as a key driver of growth

## COMPETITIVE LANDSCAPE

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## WHAT'S NEXT?

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Growing focus on health and mindful nutrition

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[Rice, Pasta and Noodles in Kazakhstan](#)

## KEY DATA FINDINGS

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Rice, pasta, and noodles: affordable staples

### INDUSTRY PERFORMANCE

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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  
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