

**CUSHMAN &
WAKEFIELD**

F&B Almaty 2021 Q4

F&B industry brief overview

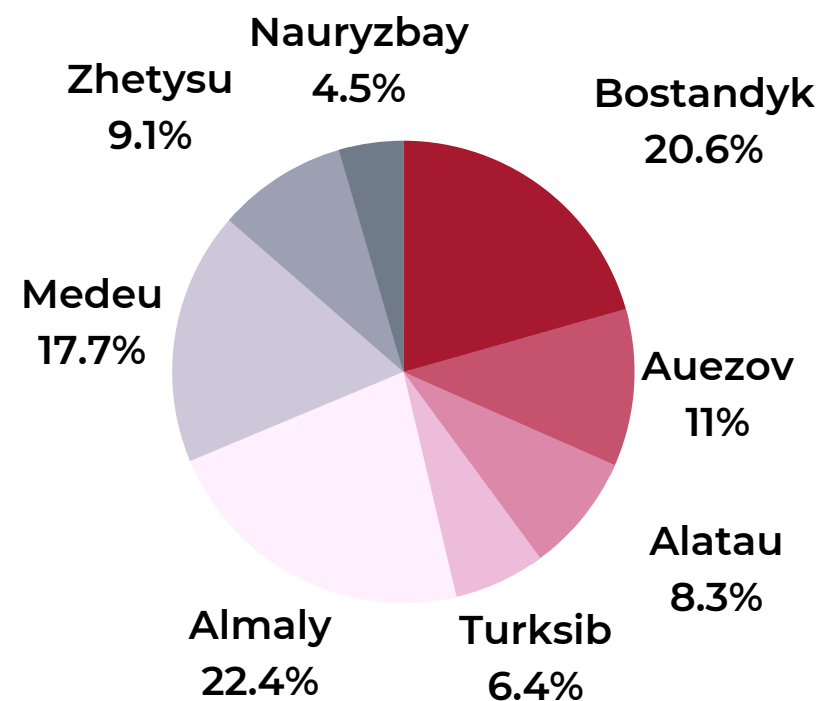
Almaty 2021 Q4



F&B stock: 3,400

Population: 2,020,547*

Average wage: 283,700 KZT*



F&B stock by District

Cushman & Wakefield Kazakhstan study of the Almaty F&B market

There are around 3,400 F&B units in the City, that provide a variety of services. There is a variety of different forms of facilities: tea clubs, fast food, coffee shops, ready meals, pizzerias, canteens, sushi bars, and more. Quick service restaurants are the largest category of F&B units in Almaty. Canteens are another F&B format that has been gaining traction over the past few years. This is followed by cafes and pubs, reflecting the lifestyle choices made by local consumers.

Most cafes & restaurants are located in Medeu, Bostandyk, and Almaly districts, cumulatively accounting for 60% of the market in Almaty. However, the districts with the largest populations do not always have the largest quantity of units. Auezov, Alatau, and Tuksib are all densely populated districts, yet possess a very little number of food outlets. The chart to the left illustrates the share of stock of F&B units by district.

The F&B facilities in the city can be separated into 4 main categories:

1. QSR: a specific type of restaurant that serves fast food and has minimal table service
2. Casual Dining: Family-Friendly restaurants that provide table service
3. Delivery: Takeout F&B amenities with no seats
4. Pubs & bars: Often serve food and are licensed to sell alcohol

*Source: Department of the Statistics of Kazakhstan

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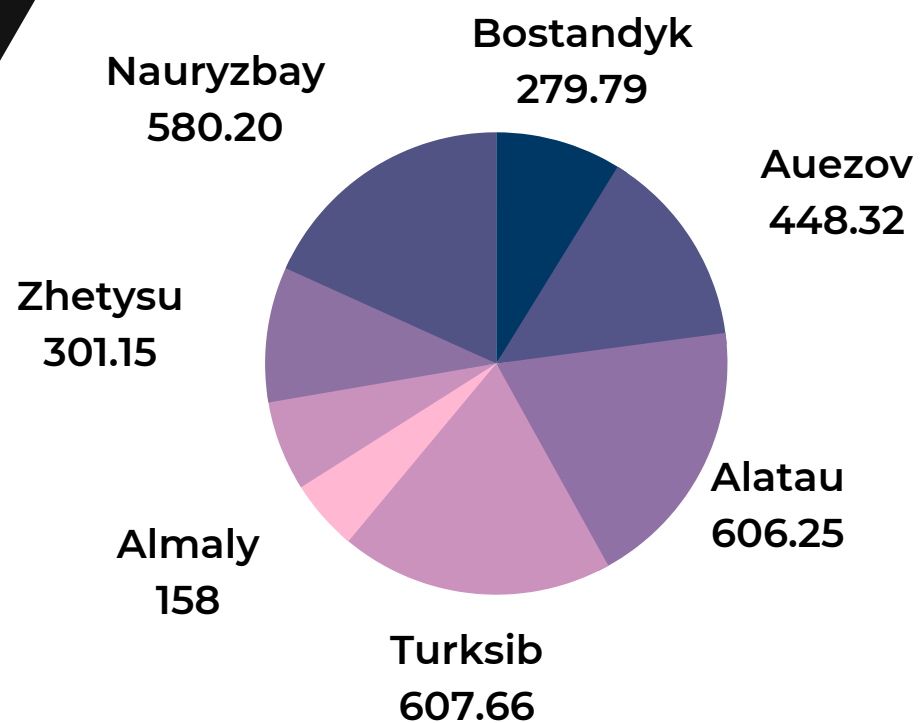


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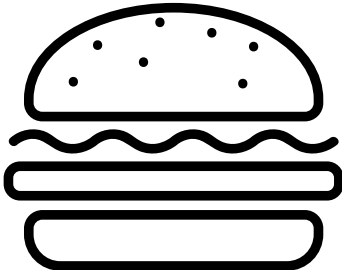


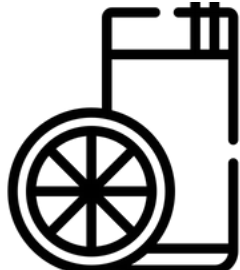




Population per F&B unit

Cushman & Wakefield Kazakhstan study of the Almaty F&B market

As illustrated in the pie chart to the left, there is a strong concentration of F&B outlets in the Almaly district of the city. This is due to the nature of the district, which is relatively small in size as compared to other districts. Moreover, it covers the historical city center, which is a popular pedestrian zone and a high-footfall area, making the district highly attractive for various types of F&B outlets.

Average prices for our food selection:

| | | | | | |
|--|---|---|---|---|---|
| Burger | Cesar | Latte | Lemonade | Lagman | Margarita |
| 2.41* USD | 5.6 USD | 2.08 USD | 2.38 USD | 3.28 USD | 5.02 USD |
|  |  |  |  |  |  |

Lemonade prices are for 400 ml and latte prices are for 350 ml.

F&B locations have adapted to COVID-19 restrictions by opening food-trucks and other outdoor food facilities around the city, in order to stay open if indoor retail will be closed.

*The calculations of prices are made based on the average KZT/USD rate of 429.79 provided by the National Bank of the Republic of Kazakhstan for Q4 of 2021

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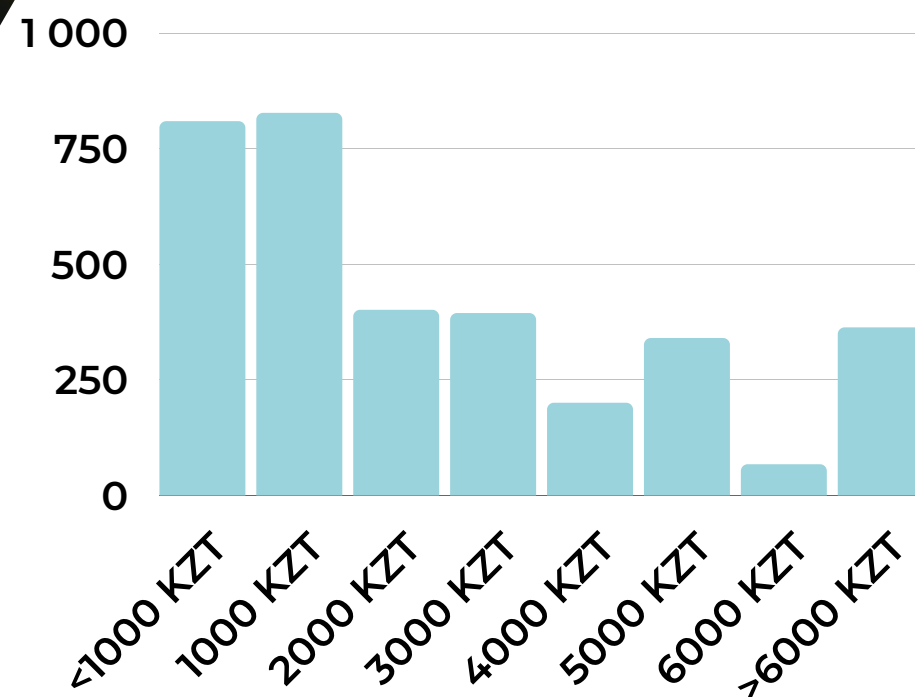
There are 16 well-known chains (local and global franchises) that represent 12.56% of all F&B units in the city and dominate the market. Most known are ABR, Bahandi, Salam Bro, KFC, McDonalds, etc. Burger units are even more concentrated based on the fact that 50% of the units are operated by fast-food chains.

Average bill accounts to 1,000-2,000 KZT per person targeting low to mid-income population. Central districts witness an average bill of 3,000 KZT and higher per person.


Food delivery services are dominated by Glovo, Wolt, Yandex Food, and Chocofood. However, not all F&B brands opt for outsourcing delivery, doing so in order to have greater control on the quality of service.

There is growing demand for healthy and functional foods to be offered by F&B operators as well as provide pre-made meals for delivery the cooking of which is intended to be finalized by the customer.

The Almaty F&B scene is continuing its development as local brands continue expansion, new brands enter the industry (local and foreign). Notably, Bulldozer Group continues its expansion, TomYamBur entered the country opening locations in Almaty and Shymkent, Cofix entered the market.



F&B units by average bill



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