

**CUSHMAN &  
WAKEFIELD**

**F&B Nur-Sultan 2022 Q1**



# F&B industry brief overview

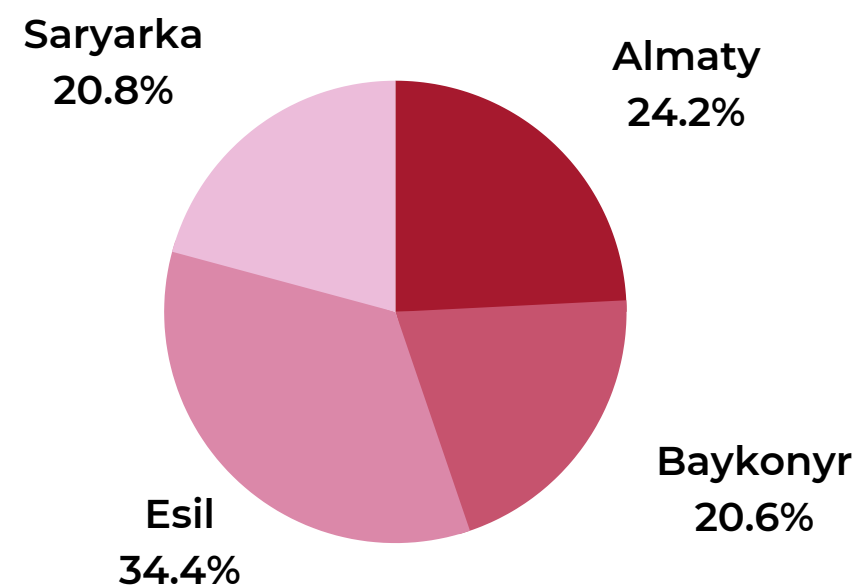
Nur-Sultan 2022 Q1



F&B stock: 2,320

Population: 1,248,801\*

Average wage: 391,373 KZT\*



F&B stock by District

## Cushman & Wakefield Kazakhstan study of the Nur-Sultan (Astana) F&B market

In the capital city of the country there are around 2,320 F&B units. These facilities are represented by a variety of different forms such as 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 Nur-Sultan (Astana), representing 29%. 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 Esil district, which is the central business district of the city. However, the districts with dense populations do not always have the largest quantity of units. All districts of the city except for Esil are more densely populated, yet possess a less 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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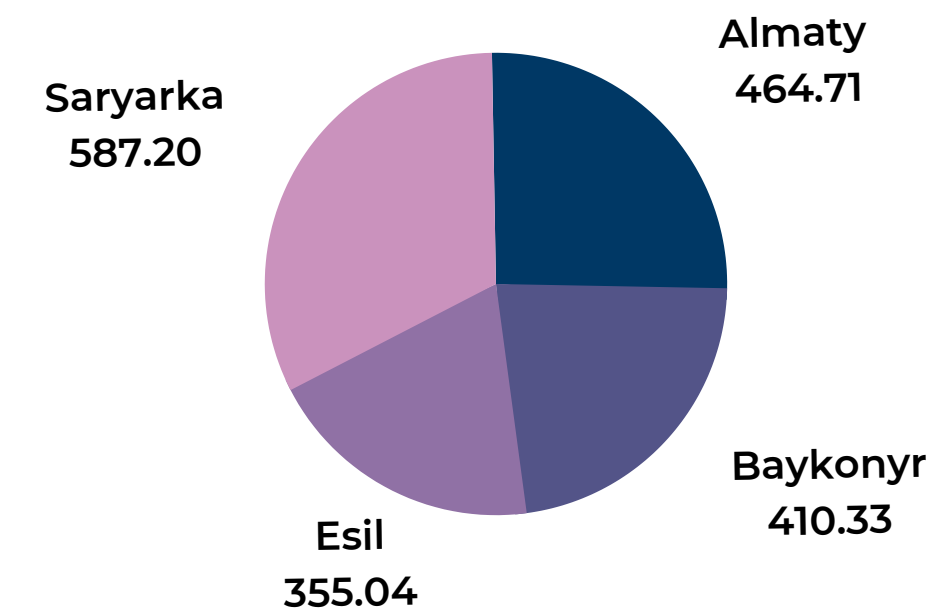
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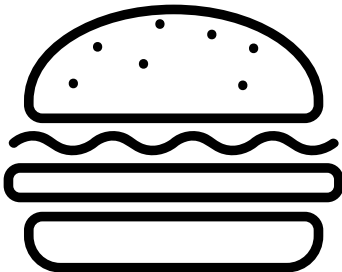


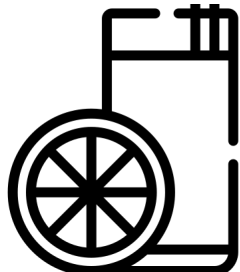




Population per F&B unit

### Cushman & Wakefield Kazakhstan study of the Nur-Sultan (Astana) F&B market

As illustrated in the pie chart to the left, there is a larger concentration of F&B outlets in the Esil district of the city. This is due to the nature of the district, which concentrates most of the city's business activity as well as seeing larger incomes per person. Most prime locations for F&B development are concentrated in the district. Moreover, the district covers the main pedestrian zones and popular tourist destinations, making the district attractive for various types of F&B outlets.

Average prices for our food selection:

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Burger   | Cesar   | Latte   | Lemonade  | Lagman  | Margarita   |
| 2.12* USD  | 5.01 USD  | 2.03USD   | 3.57 USD  | 3.48 USD  | 4.42 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 455.11 provided by the National Bank of the Republic of Kazakhstan for Q1 of 2022



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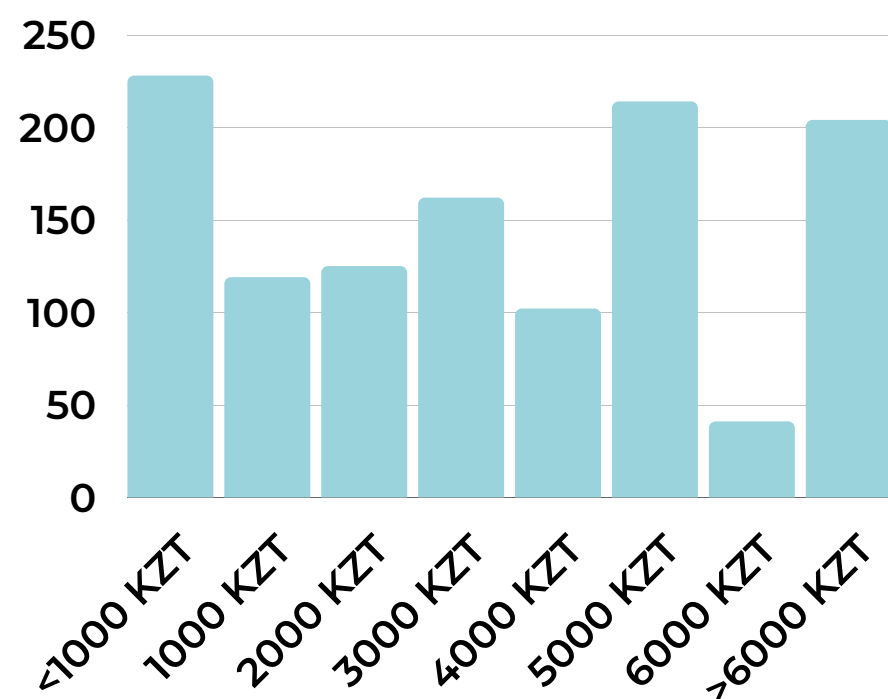
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F&B units by average bill

## Cushman & Wakefield Kazakhstan study of the Nur-Sultan (Astana) F&B market

Average bill accounts to 1,000-2,000 KZT per person targeting low to mid-income population. Central districts witness an average bill of 3,000-5,000 KZT per person.

Those F&B operators who prior to the pandemic did not have any online presence will continue to improve their online experience as online continues to become a key source of sales. Now consumers expect there to be an option to order the needed meal online either through the website of the operators or through food delivery services.

In the coming future there will be substantial demand for healthy and functional foods. Offerings at physical locations will have to offer a "healthier" version of a meal or the ability to edit the serving. Another global trend that will have a big impact on the industry in the future will come in the form of pre-made meals that will be sent directly the consumer.

In April, muslims worldwide observe the month of Ramadan, which is a month of fasting. During this time a lot of F&B operators offer an "oraza" menu, which mostly consists of sets for the evening meals. The average price of such sets in Nur-Sultan (Astana) was at 4,600 KZT

In the capital city of Kazakhstan the same food delivery services dominate the market: 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.



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