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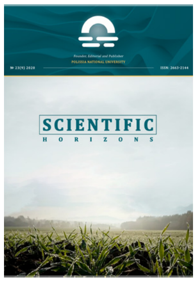

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Marketing strategies for the development of agricultural exports of Kazakhstan in world markets: Interregional comparative analysis

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Abstract. The present research was aimed at analysing the marketing strategies of agricultural exports and identifying effective approaches to the promotion in world markets. In the course of the work, the methods of comparative analysis of marketing strategies of leading exporting countries, research of official statistical data, assessment of the impact of international trade agreements and standards were used, as well as analysis of state export support programmes. The results of the

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study revealed key features of marketing approaches in different regions and the applicability to the Kazakhstan market, where wheat exports in 2023 amounted to 6.5 million tonnes, or 3.13% of the world volume of 208 million tonnes. Successful models of agro-product exports from countries such as the USA (19.8 million tonnes of wheat in 2023), Canada (22 million tonnes) and Australia (24.5 million tonnes) were studied to identify the most effective promotion tools, including branding and adaptation to market standards. The analysis showed that improving the competitiveness of Kazakhstani products required adapting strategies to the requirements of specific regions, taking into account consumer preferences and improving certification to international standards. It was noted that Kazakhstan's participation in the Eurasian Economic Union contributed to the doubling of mutual trade since 2015. The development of government export support programmes was also noted as an important factor, which also needed to be strengthened: financial and advisory assistance to exporters, modernisation of logistics (where wheat transportation costs were USD 80-100 per tonne versus USD 50-60 for competitors), and digitalisation of processes remained priorities. Based on the data obtained, recommendations were developed to improve Kazakhstan's marketing strategies for agrarian exports, aimed at optimising logistics, developing partnerships with international distributors, increasing brand awareness, and actively using digital technologies to promote products

Keywords: international standards; branding of agricultural products; consumer demand; logistics infrastructure; government support; digital platforms; cultural characteristics

INTRODUCTION

In the context of the dynamic development of international trade, agricultural export plays an important role in strengthening the economic potential of countries with a developed agricultural sector. However, simply having competitive products is not enough for successful entry into global markets, as effective promotion strategies adapted to the conditions of global competition are required. Modern trends such as digitalisation, changing consumer preferences, and increasing product quality requirements create new challenges for producers, demanding flexibility and a comprehensive approach to export activities. In this context, the study of marketing strategies in agricultural exports allows the identification of key factors affecting product competitiveness in various regions, as well as the development of recommendations that contribute to successful promotion in foreign markets. A comprehensive analysis of approaches to the development of agricultural exports is necessary to enhance its efficiency, sustainability, and integration into global economic processes.

One of the main areas influencing the success of agricultural exports is the adaptation of marketing strategies to the requirements of target markets, including consideration of local regulatory standards, consumer preferences, and the competitive environment (Penkova & Kharenko, 2023). In the work of T.P. Magay and K.R. Ergaliev (2020), the importance of marketing strategies for the development of the agricultural sector was noted, as well as the role in creating competitive advantages in foreign markets; however, the focus remained largely on general aspects of export policy without addressing the mechanisms for adapting strategies to the requirements of different countries. In the study by A.B. Makhanova *et al.* (2022), the significance of proper product positioning and the selection of effective promotion channels was emphasised, identifying key directions for the development of the agro-industrial complex, yet without delving into the specifics of marketing strategies applied in different market conditions, leaving the issue of the practical implementation open. The research by A. Cheirkhanova *et al.* (2024) examined the influence of market factors on agricultural exports of the Republic of Kazakhstan, including product assortment adaptation and pricing strategies, highlighting the role of marketing approaches in expanding international market presence, but without providing an analysis of the application in the context of specific countries and regions, which limits the practical applicability of the conclusions for exporters.

Another important factor is the analysis of the influence of foreign economic policy on the adaptation of marketing strategies in the agricultural sector. In the work of K.A. Akhmetova *et al.* (2020), attention was focused on the study of the influence of foreign economic policy on the export flows of Kazakhstan's agricultural products, but without examining the impact of specific market requirements and the needs of target countries, limiting the understanding of region-specific strategies. In the study by R. Lencucha *et al.* (2020), the focus was placed on the role of government support programmes for agribusiness, though the effectiveness of other tools and mechanisms, which could significantly improve marketing strategies in the agricultural sector, was not addressed. In the study by D. Fiankor *et al.* (2020), the influence of international quality standards on competition in foreign markets was examined, noting strategic approaches aimed at compliance with these standards, yet without discussing issues related to innovation in product promotion, which restricts a comprehensive understanding of effective marketing under conditions of global competition.

The study of the impact of modern technologies and innovative solutions on the development of marketing strategies in the agricultural sector also represents a promising research direction. In the work of A. Ollerenshaw *et al.* (2023), emphasis was placed on the implementation of digital platforms for market analysis and product promotion, which enabled the identification of key advantages of such technologies for exporters, although insufficient attention was paid to the analysis of cultural and social aspects, which may also play an important role in decision-making in foreign markets. In the study by M. Dayıoğlu and U. Turker (2021), the role of digital platforms in agricultural logistics was explored, highlighting the effectiveness of analytical tools, yet without considering the role of marketing strategies in adapting to specific regional needs, which are important aspects of engaging with local consumers. In the study by X. Du *et al.* (2023), the economic effect of digital innovations in the agricultural sector was considered, including the evaluation of new methods for product promotion, but without examining specific issues related to the conditions of each region and the influence on marketing strategies, which reduces the completeness of the picture for a comprehensive approach to the development of agricultural exports.

The purpose of this research was to study effective marketing strategies for the development of Kazakhstan's agricultural exports, oriented towards the requirements of international markets. To achieve this goal, the following tasks were set: to assess the current state of Kazakhstan's agro-industrial exports and the main barriers to its development; to conduct a comparative analysis of the marketing strategies of agricultural exporters in various regions of the world to identify key features, approaches, and successful practices; and, based on the obtained data, to develop general recommendations for improving marketing strategies to increase the competitiveness of Kazakhstani agricultural products in foreign markets.

MATERIALS AND METHODS

This research included the collection, processing, and analysis of statistical data, the conducting of an interregional comparative analysis, as well as the study of successful practices in other countries, which made it possible to formulate specific recommendations for improving Kazakhstan's export strategy. First and foremost, to analyse the current state of Kazakhstan's agricultural exports, official statistical data provided by the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan (n.d.) and international organisations such as the World Trade Organization (n.d.), Food and Agriculture Organization (n.d.), and International Trade Centre (n.d.) were used. These data included information on the dynamics and structure of agricultural exports, as well as data on the volumes of exported goods such as cereals, meat, milk, oilseeds, and other products. The data for 2020-2024 made it possible to identify trends and key issues in the development of the agricultural sector, as well as to assess the degree of diversification of Kazakhstan's exports and its competitiveness in international markets. Particular attention in the research was paid to the comparison of marketing strategies of various countries that were leaders in agricultural exports, such as the United States, which allowed for the identification of the most successful and applicable methods for Kazakhstan. For this, data on marketing campaigns, packaging, logistics, certifications, and other aspects of product promotion in international markets were used. The comparative analysis covered various regions, including Europe, Asia, the Middle East, Africa, and the Americas, which made it possible to assess how different approaches were adapted depending on cultural, economic, and environmental features.

As part of the research, successful examples from countries such as Brazil and Australia, which were among the largest exporters of agricultural products and had well-developed marketing strategies, were also considered. This included a detailed analysis of how these countries promoted the products, what innovations were implemented in the production and packaging process, what quality standards were adhered to, and what marketing channels were used to enter foreign markets. These data served as a basis for developing proposals to improve Kazakhstan's export strategy based on global experience. The study also used the method of analysing trade agreements and international standards, which allowed for the evaluation of the influence on the development of Kazakhstan's agricultural exports. Within this method, special attention was paid to analysing Kazakhstan's participation in such international economic associations as the Eurasian Economic Union, as well as considering various agreements with the EU and Asian countries. The evaluation of these agreements made it possible to identify how these countries contributed to expanding access to foreign markets for Kazakhstani agricultural goods and what economic and legal conditions these states created for exporters. Moreover, during the analysis process, various government support programmes for exporters were reviewed, such as the State Programme for Business Support and Development "Business Roadmap 2025" (2022) proposed by the Ministry of Trade and Integration of the Republic of Kazakhstan, which were aimed at increasing the competitiveness of agricultural producers and expanding trade links with international partners. These materials provided a foundation for further study of the methods and tools used by Kazakhstan to support and develop agricultural exports. An important element was the study of product certification measures, such as GlobalGAP, Hazard Analysis Critical Control Point, and ISO 22000, which were important tools for entering global markets. This made it possible to assess how domestic support measures from the government could increase the competitiveness of Kazakhstani goods in the international arena. Based on the analysis carried out, recommendations were developed to improve Kazakhstan's marketing strategies in the field of agricultural exports.

RESULTS

Kazakhstan's agricultural sector occupies an important place in the national economy, providing a significant share of gross domestic product (GDP) and being a key source of employment for millions of citizens. In 2024, the contribution of agriculture to the country's economy was about 4.5% of GDP, with the sector employing over 20% of the economically active population (Fig. 1).

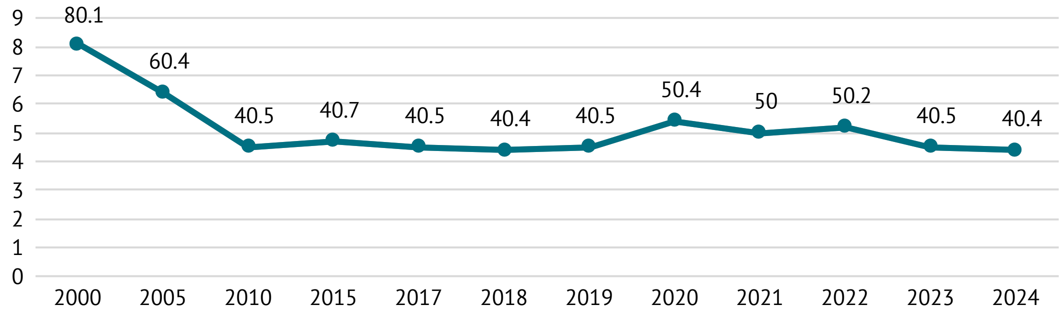

***Figure 1**. Share of the agro-industrial sector in Kazakhstan's GDP*
***Source:** developed by the authors based on the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan (n.d.)*

The development of the agro-industrial complex was largely determined by – natural conditions: Kazakhstan possessed vast agricultural land covering around 215 million hectares, of which more than 24 million hectares were allocated to arable land. This created favourable opportunities for large-scale agricultural production and its export. After 2021, the export of agricultural products demonstrated stable growth. In 2022, Kazakhstan exported agricultural goods worth more than USD 5.5 billion, which was 16% more compared to 2021. The export was primarily based on cereal crops, primarily wheat, as well as flour products, oilseeds, meat, and dairy products. Kazakhstan established itself as one of the largest grain producers in the Eurasian region, and its products were in demand not only among neighbouring countries but also in more remote markets. The largest share of exports accounted for cereals and flour products. Kazakhstan consistently ranked among the top ten global suppliers of wheat and flour, holding a significant share in international trade. In 2022, wheat export volume exceeded 6.5 million tonnes, and the main importing countries traditionally included Uzbekistan, Tajikistan, Turkmenistan, Afghanistan, China, and a number of Middle Eastern states. On the global flour market, Kazakhstan accounted for over 10%, making it one of the leading suppliers of this product. In addition to cereals, oilseeds such as rapeseed, sunflower, and flax also played an important role in exports. The exports abroad increased due to growing demand for vegetable oils and the processed products. Kazakhstan actively exported oilseed products to China, European countries and the Commonwealth of Independent States. It should be emphasised that meat exports also developed: in 2022, more than 35 thousand tonnes of meat and meat products were sent to foreign markets, with key importers being countries such as Uzbekistan, China, and the Gulf states.

Nevertheless, despite positive trends, Kazakhstan's agricultural export faced a number of challenges that limited its competitiveness in global markets. Among the key problems were high logistics costs, insufficient diversification of export markets, and the need to adapt products to international standards of quality and safety. Since the country ranked ninth in the world by area (2.7 million km²), but lacked access to the sea, this complicated export deliveries and increased logistics costs. The main export routes passed through railways and highways, as well as through river and seaports of neighbouring countries. The railway network, covering more than 16 thousand km and connecting the main grain-producing regions with export hubs, played a crucial role in grain transportation. However, most of the infrastructure required modernisation, as the lack of specialised grain wagons led to increased delivery times. Key export hubs in Kazakhstan were concentrated on the borders with major trading partners. In the western direction, products were sent through the ports of Aktau and Kuryk on the Caspian Sea. In the east, the main transport hub was the International Centre for Border Cooperation "Khorgos", through which a significant portion of agricultural supplies to China passed. In the southern direction, Kazakhstan used road and rail routes to export products to Uzbekistan, Tajikistan, Turkmenistan, and further to Afghanistan. Infrastructure development remained a key factor in increasing the competitiveness of Kazakhstan's agricultural exports. In

2023-2024, projects were being implemented to expand transport corridors and modernise logistics capacities. Kazakhstan actively participated in the Chinese initiative "One Belt, One Road", which made it possible to develop transit routes and attract investment in transport infrastructure. However, for sustainable growth in export deliveries, comprehensive modernisation of the entire logistics system was necessary, including the improvement of railway transport, expansion of port capacity and construction of modern storage facilities.

It was important to note that in order to continue the development of the logistics system and increase the competitiveness of agricultural exports, particularly cereals, Kazakhstan was already implementing and planning a number of specific measures. In 2023-2024, projects to modernise the railway network began, including the procurement of around 500 new specialised grain wagons to increase the speed and volume of wheat transport, which should reduce delivery times from the current 20-25 days to 15-18 days on key routes such as to the port of Aktau. The capacity of ports on the Caspian Sea was also being actively expanded: a new grain terminal with an annual capacity of 1 million tonnes was launched at the port of Kuryk, and dredging works were being carried out in Aktau, which by 2025 would increase the transshipment capacity to 10 million tonnes per year. Within the framework of cooperation with China through the "One Belt – One Road" initiative, the "Khorgos" hub was being modernised, where the construction of a cargo airport was planned by 2027, which would accelerate the export of grain and flour to China and Southeast Asia, reducing delivery times from 12 to 14 days to 7-10 days. In addition, in 2024, the digitalisation of transport procedures with China began, including the exchange of digital permits, which had already reduced administrative delays at the border by 20%. An assessment of transportation costs in Kazakhstan showed that these costs remained higher than those of competitors with access to the sea. For example, the transportation of 1 tonne of wheat from Kazakhstan to China through "Khorgos" cost around USD 80-100, including railway tariffs and transshipment, while countries using Black Sea ports had a cost of USD 50-60 per tonne due to shorter routes and direct access to maritime routes. Compared to Australia, where wheat export costs through seaports ranged from USD 4-55 per tonne, Kazakhstan lagged behind due to the need for transit through third countries and outdated infrastructure. However, modernisation and optimisation of routes such as the Middle Corridor (Trans-Caspian route) could reduce costs by 10-15% by 2030, bringing these costs down to USD 70-85 per tonne, making Kazakh grain more competitive.

Potential opportunities for cooperation with international logistics hubs and transport corridors opened new prospects for agricultural exports. Within the framework of the "One Belt – One Road" initiative, Kazakhstan strengthened its partnership with China, using terminals in Xi'an and ports in Lianyungang, which had already increased container transit with grain products by 90% over the last five years (from TEU 18,000 in 2019 to TEU 50,500 in 2024). Cooperation with the ports of Georgia (Poti) and Azerbaijan (Baku) within the Middle Corridor made it possible to reduce delivery time of grain to Turkey and Europe from 40 days by sea to 15-20 days via the Caspian Sea, and the agreement with the German Rhenus and KTZ in 2023 aimed at developing logistics centres in Aktau and Kuryk, which would increase grain transshipment to 300,000 containers by 2030. These steps, supported by investments totalling USD 18 billion under the "Nurly Zhol" programme and BRI, strengthened Kazakhstan's role as a transit hub, providing access to EU, Gulf and South Asian markets, which was especially important for the export of wheat and flour.

An important factor was also that in 2022, more than 80% of all Kazakhstan's agro-exports accounted for the Commonwealth of Independent States, making it vulnerable to economic and political changes in the region. The global agricultural products market demonstrated steady growth, driven by population growth, urbanisation, and changing consumer preferences. Modern buyers increasingly focused on high-quality, environmentally friendly, and organic products, which was especially evident in developed countries of Europe and North America. At the same time, Asian markets, including China and India, showed high demand for innovative agricultural products, functional nutrition, and flexible pricing solutions. In the Middle East and Africa regions, cultural and climatic factors played an important role, requiring adaptation of products to specific conditions.

When considering the characteristics of different regions, it should be noted that the European agricultural market was distinguished by high requirements for quality, safety, and environmental friendliness. EU countries operated a strict certification system including GlobalGAP standards, Hazard Analysis Critical Control Point, ISO 22000, as well as national and regional regulations, such as the French Label Rouge or the German Bio-Siegel (Psuturi, 2023; Boisvert *et al.*, 2024). For exporters, this meant the need for full compliance with European regulations, requiring significant investments in production technologies, quality control systems, and logistics processes. This forced Kazakhstan, as an exporter of cereals and oilseeds, to comply with Commission Regulation No. 1881/2006 "Setting Maximum Levels for Certain Contaminants in Foodstuffs" (2006), which established permissible levels of mycotoxins in food. Also, one of the key trends in the European market was the concept of traceability – tracing the origin of products at all stages of the production and supply. This included the use of digital solutions such as RFID technologies that recorded data on the origin of raw materials, processing methods and storage conditions. Companies supplying organic products to Europe were obliged to provide full information about the supply chain, which increased trust from consumers and regulatory authorities. In addition, the concept of sustainable development played an important role: producers adhering to environmental principles gained competitive advantages, as European consumers were inclined to choose products with a low carbon footprint and minimal environmental impact (Rama *et al.*, 2023).

Marketing strategies in the European market were oriented towards a value-driven approach, where the main focus was on quality, environmental friendliness, and social responsibility of producers. Companies actively used certification labels and markings (such as Organic, Fair Trade, Rainforest Alliance), as well as storytelling strategies – telling stories about the origin of products, farms, and traditional production methods. This allowed forming an emotional connection with consumers, which was especially important in premium product segments. Another feature of promotion in Europe was the active use of digital marketing, including e-commerce platforms, content marketing and social media (Palamarchuk & Korkach, 2023). For example, large retail chains such as Carrefour and Tesco provided separate online platforms for certified organic and environmentally friendly products. For exporters from Kazakhstan, this created both opportunities and challenges, as it required compliance with high standards, transparency of production, and a well-thought-out marketing strategy adapted to the demands and expectations of European consumers. The Asian agricultural market was characterised by a high dynamic of demand growth, driven by population increase, rising incomes of the middle class, and changing consumer preferences (Prabhakar, 2021). For example, in China, the largest food importer in the region, the volume of agricultural imports in 2022 exceeded USD 250 billion, and there was a growing interest in organic products, functional nutrition, and highly processed goods. In India, another major economy in the region, demand for imported food products also grew, especially among urban youth oriented towards healthy eating. In Southeast Asia, including Vietnam, Indonesia, and Thailand, consumers valued variety and product accessibility, which required exporters to be flexible in pricing policies and offer formation.

Adapting marketing communications and packaging in the Asian market was a mandatory strategy for successful product entry. The diversity of cultural traditions, aesthetic preferences, and consumer expectations made a universal approach ineffective, so companies had to carefully tailor the products to the specifics of each individual market. In China, packaging played a key role in product perception. Here, consumers preferred bright designs with rich colours, such as red and gold, which were associated with luck and prosperity. Additionally, images of natural ingredients and emphasis on the beneficial properties of the product were valued. One such example – on packaging of flour or vegetable oils, symbols of health, longevity, or even traditional Chinese patterns could be placed to strengthen trust in the brand. Moreover, informativeness was an important element: Chinese consumers wanted to see clearly indicated composition, product benefits, as well as QR codes for quick access to information about product origin and certification. In Japan, by contrast, preferences leaned towards minimalism, environmental friendliness and a high level of aesthetics. Here, laconic packaging with soft colours, smooth lines, and strict design was popular. Japanese people highly valued compactness and convenience, so manufacturers had to consider the ergonomics and functionality of packaging. Additionally, Japanese consumers tended towards conscious consumption, so the use of recyclable or biodegradable materials became an important factor of competitiveness. For example, paper or fabric packaging instead of plastic was increasingly used, which was perceived as a sign of care for the environment and compliance with high production standards (Wandosell *et al.*, 2021). In Muslim countries of Southeast Asia, such as Indonesia and Malaysia, the key requirement was the presence of Halal certification. Without the appropriate Halal logo, products could not appear on store shelves, as the majority of local consumers chose only products that complied with Islamic dietary laws. In addition to certificates, cultural characteristics had to be taken into account: in these countries, packaging had to be modest, without images of pork, alcohol, or other prohibited elements. The colour scheme often included green, associated with Islamic symbolism, and Arabic phrases could appear on the packaging, emphasising compliance with Halal standards. Manufacturers who ignored these features risked facing low sales and difficulties entering local markets, whereas companies that considered the specifics of each region could gain a significant competitive advantage.

Effective marketing strategies in Asia included the use of localised digital marketing, cooperation with popular online retailers (Alibaba, JD.com, Shopee, Lazada) and working with social commerce platforms such as WeChat and TikTok (Hu, 2020; Hasani *et al.*, 2023). Also in China, promotion through sales on Taobao Live allowed companies to instantly interact with the audience and increase conversion (Zhang & Erturk, 2022). In addition, partnership programmes with local distributors and retailers played an important role, helping to overcome language and cultural barriers and adapt products to the specifics of the local market. For exporters from Kazakhstan, this meant not only ensuring competitive prices, but also developing specialised marketing strategies focused on the needs and preferences of various regions of Asia.

The markets of the Middle East and Africa represented dynamically developing regions with unique requirements for agricultural products, especially concerning storage conditions, packaging, and logistics. An important aspect of entering these markets was taking into account the climatic conditions: high temperatures and humidity required specialised packaging capable of protecting products from external factors. For the export of cereals and flour to the countries of the Persian Gulf, the use of multilayer moisture-resistant bags with barrier coatings was recommended, preventing the penetration of moisture and contaminants. For chilled and frozen meat, popular among Middle Eastern countries, strict temperature storage regimes were necessary, as well as special packaging methods such as vacuum or modified gas environment, extending the product's shelf life (McMillin, 2020). Logistics also played a critically important role, especially in African countries, where infrastructure often remained underdeveloped. For exports to regions such as Central and West Africa, careful route planning and provision of heat-resistant containers were required, as the lack of cold storage and unstable electricity supply could lead to product spoilage. In Middle Eastern countries, by contrast, there was a high level of port infrastructure development, which simplified imports; however, specific certification requirements (e.g., mandatory Halal certification for meat products) could become a barrier to market entry. In Saudi Arabia, the UAE, and Kuwait, product packaging was subject to increased safety requirements: toxic dyes were prohibited, special protective films were used, and labelling had to contain all necessary information in Arabic.

Despite fierce competition and complex logistical conditions, the markets of the Middle East and Africa offered significant prospects for niche segments of agricultural products. Growing demand for organic and environmentally friendly products opened opportunities for the export of organic cereals, fruits, and vegetables. In the countries of the Persian Gulf, consumers were willing to pay a premium price for high-quality products that met international standards, such as EU Organic, US Department of Agriculture Organic or Halal Organic. Another promising direction was the export of specialised products that took into account cultural and religious characteristics. In Muslim countries of the Middle East and North Africa, there remained a high demand for Halal meat, including lamb and beef certified according to Islamic slaughter norms. In African countries, there was increased interest in fortified products, such as dairy products with added vitamins and trace elements, since a number of regions still faced the problem of nutrient deficiency in the diet. It was also worth considering the growing interest in long-shelf-life products such as dry mixes, frozen semifinished products and canned foods. In countries where problems with cold chains remained relevant, such goods were highly popular. In particular, in Nigeria, Ghana and Kenya, the consumption of powdered milk was growing, as it was easier to store and transport than pasteurised or ultra-pasteurised milk.

The agricultural products market in North and South America was characterised by a high level of competition, which required exporters to have a clear positioning strategy and product differentiation. In the USA, Canada, and Brazil, large agro-industrial corporations dominated, with streamlined supply chains, high production efficiency, and significant marketing budgets. This created challenging conditions for new players to enter the market, especially from countries without strong brands or unique selling propositions. It was worth noting that the USA was the world's largest producer of soybeans and corn, as well as a significant exporter of wheat, making competition in these segments particularly intense (Gjata *et al*., 2022). One of the effective ways to successfully enter the American market was to focus on the unique qualities of the product. Consumers in the USA and Canada actively showed interest in organic, environmentally friendly, and functional products (superfoods, high-protein products, gluten-free and plant-based alternatives to dairy and meat products). The demand for organic cereals and cereal-based products (oat flakes, flour, bakery products) grew on average by 10-12% per year, creating promising niches for export. For exporting countries from Asia, Europe, and Latin America, a successful strategy could be to enter the premium product segment with rare properties, such as ancient grain varieties (amaranth, quinoa, spelt) or specialised meat and dairy products, such as grass-fed beef or farm cheeses with unique ripening technologies.

For successful entry into the American market, the creation of a strong brand was also of great importance, as consumers in the USA and Canada were guided not only by quality but also by product recognition. Companies without a well-promoted brand faced difficulties getting onto the shelves of major retailers such as Walmart, Costco, Whole Foods and Kroger. According to Nielsen (2024), research, about 60% of Americans were willing to pay more for products with a strong marketing concept that inspired trust. Successful exporters actively used the story of the product's origin, emphasising traditional production methods, environmental friendliness, and social responsibility. Another critically important aspect for exports to the USA was compliance with strict safety and quality standards. The main regulators in this area were the Food and Drug Administration and the US Department of Agriculture, which set stringent product requirements. Dairy and meat products had to comply with Hazard Analysis Critical Control Point standards, while organic products required US Department of Agriculture Organic certification (Kudrenko & Hall, 2024). In turn, for exports to Canada, compliance with the Canadian Food Inspection Agency standards was important, which regulated labelling, packaging, and safety requirements. Table 1 showed the results of a comparative analysis of marketing strategies for Kazakhstan's agricultural exports in various regions.

***Table 1**. Results of comparative analysis of marketing strategies for agricultural exports of Kazakhstan*

Region	Key Features	Marketing Strategies
Europe	High quality standards, ecology, strict requirements for product safety	Certification (GlobalGAP, Organic, ISO). Transparency of production and traceability. Focus on environmental friendliness and sustainability of production.
Asia	Dynamic growth in demand, focus on innovative products, price flexibility	Adaptation of packaging and branding to cultural specifics. Emphasis on the functional and beneficial properties of products. Price flexibility.
Middle East and Africa	Specific certification requirements, difficult climatic storage conditions	Halal certification. Development of logistics for storage and transportation in hot climates. Taking into account cultural preferences.
America (USA, Canada, Latin America)	High competition, significant share of large agricultural corporations, branding	Strong brand positioning. Direct marketing and advertising. Participation in international exhibitions and trade missions.
Countries of the Commonwealth of Independent States (Russia, Central Asia)	Low entry barriers, traditional trade links, dependence on infrastructure	Simplified certification procedures. Focus on logistical accessibility. Using the Eurasian Economic Union trade agreements to reduce tariffs.

***Source:** developed by the authors*

The experience of leading agricultural exporters such as the USA, Brazil, and Australia demonstrated that successful promotion on global markets required a comprehensive approach, including infrastructure development, compliance with international quality standards, and active marketing policy. For example, the USA effectively used branding and product differentiation strategies, promoting organic and high-margin goods such as GMO-free products, functional foods, and premium meats. Government support also played an important role through export subsidy programmes, trade representations, and the signing of beneficial agreements such as NAFTA and USMCA, which reduced trade barriers. Brazil focused on large-scale agricultural production, optimised logistics, and expanded export deliveries through major ports. Key export directions included soybeans, meat, sugar, and grains to China, the EU, and Middle Eastern countries. Australia, in turn, focused on the premium segment, promoting high-quality wheat, meat, and dairy products with an emphasis on environmental friendliness and sustainability. This approach proved particularly successful in Asian countries, where demand for safe and certified products grew. For Kazakhstan, applying these strategies with consideration of national characteristics could have been beneficial.

State support was one of the key factors in the development of Kazakhstan's agricultural exports, contributing to the competitiveness of Kazakh products on global markets. Kazakhstan actively used mechanisms such as agricultural subsidies, concessional lending, and compensation of transport costs for exporters. Programmes such as the "Export Accelerator" and "Business Roadmap" provided grants and tax incentives for companies targeting foreign markets. In addition, Kazakhstan actively participated in the integration process with international trade unions such as the Eurasian Economic Union, of which it had been a member since its founding in 2015. This ensured the country duty-free access to the markets of Belarus, Armenia, and Kyrgyzstan, where a unified customs policy and the absence of internal trade barriers simplified export procedures for Kazakh agricultural products, particularly wheat and flour.

It should be emphasised that Kazakhstan expanded trade ties through bilateral agreements with China, Middle Eastern countries, and the EU, which contributed to the reduction of tariff and non-tariff barriers. After signing cooperation protocols with China in 2023 concerning the export of peas, lentils, and wheat, as well as introducing preferential tariff conditions, Kazakhstan's wheat exports to China grew by 15% per year, reaching around 0.8 million tonnes in 2023 compared to 0.7 million tonnes in 2022. The agreement with the EU under the Enhanced Partnership and Cooperation Agreement (effective from 2020) also increased wheat flour exports to EU countries by 12% in 2023 (around 0.35 million tonnes versus 0.31 million tonnes in 2022), thanks to simplified certification requirements and reduced tariffs. With Middle Eastern countries such as the UAE and Saudi Arabia, agreements were signed in 2023 for the supply of processed agricultural products, including flour and sunflower oil, which led to a 20% growth in flour exports to the UAE (about 0.2 million tonnes), facilitated by streamlined logistics and the removal of some phytosanitary restrictions.

However, despite these successes, not all trade agreements led to unequivocally positive results, and Kazakhstan faced a number of barriers and challenges in accessing agricultural markets, especially in the wheat and derivative niche. Within the Eurasian Economic Union, although mutual trade had almost doubled since 2015, Kazakh wheat exporters periodically encountered non-tariff restrictions such as sanitary inspections and temporary import bans. With China, despite export growth, there remained issues with high phytosanitary standards and logistics costs: transportation through remote ports such as Lianyungang increased costs by 10-15% compared to regional supplies. In the Middle East, although demand for Kazakh flour was growing, countries such as Saudi Arabia maintained high certification standards, which slowed market entry – in 2023, only 34 Kazakh companies received approval to export to KSA, and the potential export volume was estimated at USD 500 million, of which only about 30% was realised. The agreement with the EU also had its challenges: despite the growth in flour exports, European duty-free import quotas remained limited, and competition with local producers and Ukraine forced Kazakhstan to lower prices, reducing margins by 5-7%. Thus, although integration and bilateral agreements opened new opportunities, barriers such as standards, logistics, and protectionism continued to restrain the full export potential of Kazakh agricultural products, requiring further work to eliminate these obstacles.

The study of different support measures in various countries also showed that developed agricultural exporters such as the USA, the EU, and Australia emphasised long-term agricultural development programmes and state promotion of national brands in global markets. In the EU, for instance, the Common Agricultural Policy was in effect, aimed at farmer subsidies, supporting sustainable production, and protecting local producers through tariff regulation. The USA used a system of grants, tax incentives, and marketing support through programmes such as the US Department of Agriculture, which helped American farmers enter international markets. In Australia, significant attention was paid to certification, environmental standards, and the promotion of high-quality products on Asian markets. This highlighted the importance of strengthening Kazakhstan's position in global trade by expanding state support programmes and focusing on successful practices of other countries, including the development of export logistics, product certification, and promotion of the country's agricultural brand. A chart of the overall export trend of one of the key niches of the agro-industrial complex – grain (wheat) – in comparison with other countries, was presented in Figure 2.

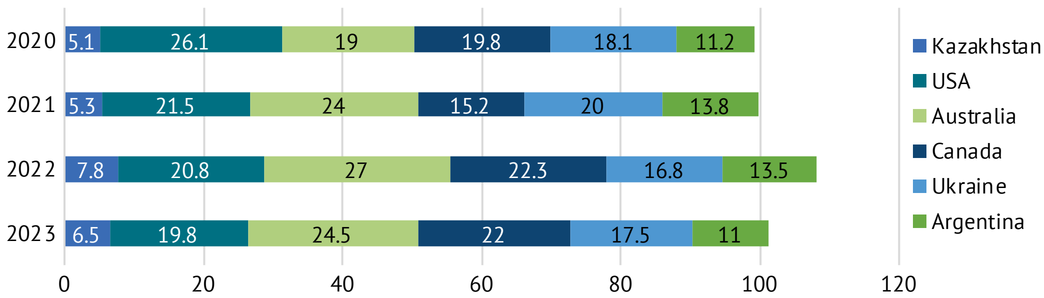

***Figure 2**. General trend of grain (wheat) exports on the world market in 2020-2023*
***Source:** developed by the authors based on Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan (n.d.), Food and Agriculture Organization (n.d.), International Trade Centre (n.d.), World Trade Organization (n.d.)*

It is worth noting that the analysis of wheat export data for the years 2020-2023 revealed both stable global trends and specific features of individual countries, including Kazakhstan. Thus, the USA and Canada remained among the key exporters on the global market, in the range of 19-27 million tonnes and 15-23 million tonnes respectively, although these states faced competition and internal challenges such as logistics and weather conditions. Australia and Argentina demonstrated volatility linked to climatic factors: Australia reached a peak of 27 million tonnes in 2022, while Argentina fluctuated between 11 and 13.8 million tonnes. Ukraine, despite its significant potential, lost ground after 2021 due to geopolitical upheavals, although a recovery to 17.5 million tonnes in 2024 indicated a gradual overcoming of the crisis consequences. Kazakhstan in this comparison stood out as a regional exporter with relatively modest but stable volumes, which grew from 5.1 million tonnes in 2020 to a record 7.8 million tonnes in 2022, although in 2023 there was a decline to 6.5 million tonnes due to drought. Overall, the trend indicated recovery, supported by improved weather conditions and demand from Central Asia and China. Unlike the global leaders, Kazakhstan did not aim for broad expansion into global markets but instead strengthened its niche in neighbouring countries, where low transport costs and established trade links played a key role. However, dependence on climate and limited production volumes (12-16 million tonnes of harvest) constrained its potential compared to countries like the USA or Australia. Nevertheless, the sustained export growth in 2022 and efforts to increase shipments to China demonstrated that Kazakhstan was capable of adapting to changes in demand and weather challenges, maintaining its significance on a regional scale, and also having prospects for entry into global markets. Figure 3 presented a chart showing Kazakhstan's share in global wheat exports for 2023, in comparison with other countries.

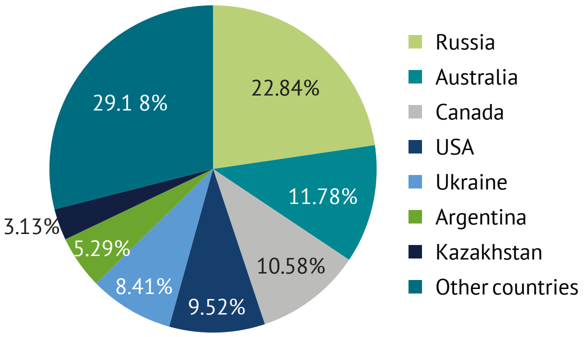

***Figure 3**. Kazakhstan's share in world wheat exports on the global market in 2023*
***Source:** developed by the authors based on the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan (n.d.), Food and Agriculture Organization (n.d.), International Trade Centre (n.d.), World Trade Organization (n.d.)*

The analysis of data on the share of wheat exports in the global market for 2023 shows a significant concentration of this sector in the hands of a few key players, with Australia (11.78%), Canada (10.58%) and the United States (9.52%) forming a group of leaders with a strong presence in Asia, Europe, and the Americas, where the success is driven by product quality and logistics. Also, Ukraine (8.41%) and Argentina (5.29%), despite certain difficulties – geopolitical in the case of Ukraine and climatic in the case of Argentina – retain the prominent positions, demonstrating the ability to adapt to challenges. Kazakhstan, with 3.13%, occupies a modest place in this structure, reflecting its limited global influence compared to the leaders, but emphasising its importance as a regional supplier, especially to Central Asia and the near abroad. This share suggests that Kazakhstan is successfully utilising its geographical advantages and established trade links to make a stable, albeit small, contribution to world wheat exports. At the same time, the significant share of 'other countries' (29.18%) indicates that the rest of the market is fragmented, with many small players together accounting for almost a third of shipments, leaving Kazakhstan with the potential for growth if it increases production and diversifies its markets, for example, by strengthening its position in China or other Asian countries. Based on the above comparative analysis, general recommendations have been proposed for improving marketing strategies for Kazakhstan, which are summarised in Figure 4.

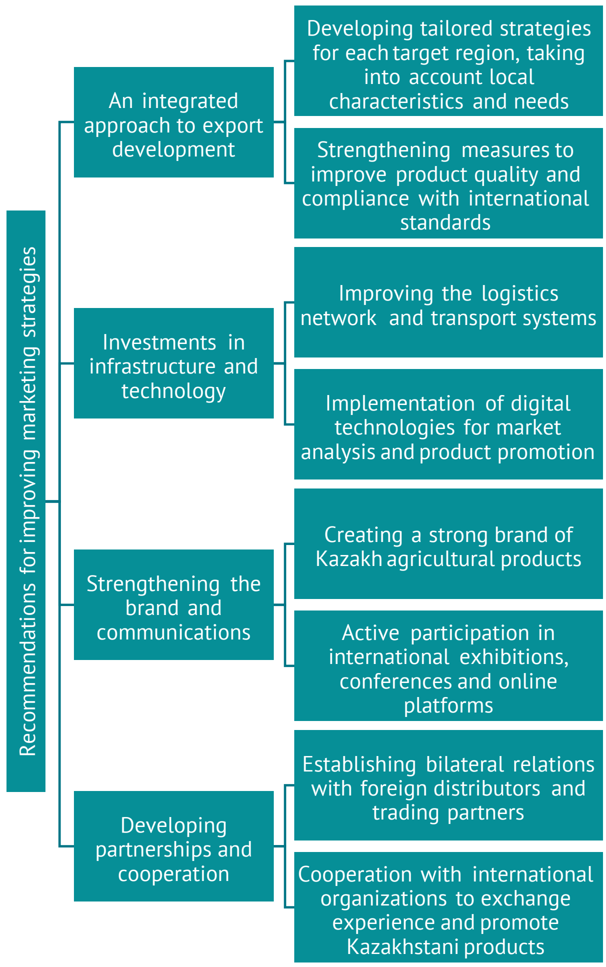

***Figure 4**. Recommendations for improving marketing strategies for Kazakhstan*
***Source:** developed by the authors*

Thus, for the successful promotion of agricultural exports, it was important for Kazakhstan to apply a comprehensive approach that included the development of adapted marketing strategies for each target region, taking into account the characteristics and needs. This meant that for Europe, Asia, the Middle East, and other key markets, it was necessary to create unique offers that matched the specific requirements of local consumers. For each market, a strategy had to be developed that considered cultural, economic, and legislative characteristics, as well as the preferences of end consumers. It was also necessary to strengthen measures to improve product quality and compliance with international standards, which required the implementation of certifications (GlobalGAP, ISO, Hazard Analysis Critical

Control Point), improvement of production conditions, and adherence to environmental standards; in the case of wheat, this could have included the introduction of innovative processing and storage methods that contributed to the preservation of its high-quality characteristics. Products that met international standards had better chances of successful promotion, especially in countries with high requirements for safety and quality, which was particularly relevant for cereal crops.

Investment in infrastructure and technologies was also one of the most important factors for increasing the competitiveness of the agricultural sector. The improvement of the logistics network and transport systems allowed for the reduction of delivery costs and increased delivery speed, which was especially important for goods such as fresh fruits, vegetables, and meat. The construction of modern warehouse complexes, the improvement of transport hubs, and the development of railway and road routes could have significantly enhanced Kazakhstan's export capabilities. The implementation of digital technologies for market analysis and product promotion became a key element of a successful strategy. The use of big data, analytical platforms, and marketing tools helped to accurately forecast demand, adapt product offerings, and effectively promote these offerings through digital channels. Technologies could also have been useful for monitoring and optimising supply chains, which reduced risks and increased the efficiency of the entire export system.

Also, for a successful entry into international markets, it was necessary for Kazakhstan to create a recognisable and attractive brand that would be associated with high-quality and environmentally friendly products. Branding had to focus on the unique advantages of Kazakh agricultural products, such as naturalness, safety, and high-quality standards. It was important that the brand reflected national identity, cultural traditions, and the benefits of the country's agricultural production. It had to be recognisable on the international stage, creating a positive impression among consumers. For this, it was necessary to develop a logo, slogan, and visual elements that would be easily perceived and associated with high-quality products. Another important step was the creation of marketing materials and advertising campaigns aimed at promoting the brand in various target markets. This could have included the production of videos, presentations, and online campaigns that emphasised the values and mission of the Kazakh agricultural sector. One of the effective ways to promote products was participation in international exhibitions and conferences that gathered leading industry players and potential buyers. These events provided an opportunity not only to showcase products, but also to establish important business contacts and exchange experience with colleagues from other countries. Kazakh exporters were encouraged to actively participate in agricultural product exhibitions such as SIAL in Paris, Anuga in Cologne, or Gulfood in Dubai. These platforms attracted the attention of international distributors, retailers, and wholesalers, allowing Kazakh companies to expand the client base. In the context of globalisation, online platforms and virtual exhibitions also played an important role in promoting products. Platforms such as Alibaba, Amazon, and other trade portals enabled exporters to enter new markets with lower costs by conducting successful online campaigns.

Establishing bilateral relations with foreign distributors and trade partners was a necessary step to expand the presence of Kazakh agricultural products in international markets. It was important to build long-term partnerships with reliable distributors who could effectively represent the products in target countries, ensuring the delivery and promotion. This cooperation could have included supply agreements, joint marketing campaigns, and the organisation of events for product promotion. For this, it was necessary to work actively with trade associations and export agencies, as well as participate in business meetings and negotiations with key market players. Kazakhstan also had to actively cooperate with international organisations such as the World Trade Organization, the International Federation of Agricultural Exporters, and other specialised institutions to use the platforms for product promotion and to gain valuable experience. Participation in international programmes and projects contributed to the exchange of knowledge about international markets, trends, and technologies, which helped Kazakh producers to optimise the processes and improve the quality of the products. It was also important to use international aid and funding programmes to modernise production facilities and improve product quality. Cooperation with such organisations and global agricultural market participants opened new prospects for export expansion and for raising the reputation of Kazakh products on the international stage.

DISCUSSION

In the course of this research, an interregional comparative analysis of marketing strategies for agricultural exports was carried out, which allowed the identification of key features and approaches applied in different parts of the world. The results of the analysis showed that marketing strategies for agricultural exports largely depended on economic conditions, the level of government support, regulatory requirements, and the structure of consumer demand. This demonstrated that there was no universal approach, and successful strategies had to take into account global trends as well as the specifics of each target region. The research also made it possible to identify a number of barriers faced by agricultural exporters, including trade restrictions, logistical difficulties, differences in certification requirements, and the level of competition. In the study by H. Willer *et al.* (2023), general trends in the development of agricultural exports in different regions were also considered, including key factors influencing its dynamics, but this work did not conduct a detailed comparison of marketing strategies of different countries, which limited the opportunities to identify effective approaches to promoting products in foreign markets. In the work by D. Huo *et al.* (2020), the impact of the market environment and competitive conditions on the development of agricultural exports was analysed, focusing on product positioning strategies, but without a detailed examination of interregional differences in marketing strategies, which reduced its practical relevance for countries with varying economic conditions. In the work by Y. Liu and X. Wang (2022), an analysis was conducted on the factors determining the competitiveness of agricultural exports, including pricing policy and product branding, but without considering the specifics of marketing strategies in different regions, which made the conclusions less universal. In the study by O. Bazaluk *et al.* (2020), successful examples of agricultural exports at the international level were considered, looking at ways to enter new markets, but without including a systematic interregional analysis of marketing strategies, which limited the opportunities to develop adaptive solutions. Thus, compared to the mentioned works, this research presented a more comprehensive approach, including a detailed interregional comparative analysis of marketing strategies for agricultural exports. This made it possible to identify key success factors of various strategies depending on the market environment and adapt these strategies to the conditions of Kazakhstan.

The results of the research showed that marketing strategies for agricultural exports differed depending on the region and the level of economic development of the country. In particular, it was noted that in countries with a developed agricultural industry, such as the USA and EU countries, strategies focused on promoting high value-added products, strengthening branding, and ensuring strict compliance with international quality standards. These countries actively used certification, environmental labelling, and sustainable agriculture programmes as marketing elements, which enabled these states to occupy strong positions in the global market (Chykurkova *et al.*, 2025). In the context of Kazakhstan's agricultural market conditions, it was noted that the country's agricultural exports faced a number of challenges, including logistical issues and insufficient diversification of sales markets. The research emphasised that successful marketing strategies required a comprehensive approach, including brand development, adaptation to the requirements of target markets, and the use of modern promotion tools. This opened up opportunities for Kazakhstan to use the experience of leading agricultural countries to develop an optimal export strategy focused on sustainable growth and increased competitiveness in the global market. In the course of the work by L. Lyubenov (2020), the specifics of marketing strategies for agricultural exports under global competition were also considered, showing that effective strategies included the use of certification and drawing attention to the quality characteristics of products, but without sufficiently detailed examination of the factors influencing the choice of the most appropriate promotion tools for different product groups. In the study by R.I. Molina *et al.* (2024), the issues of adapting marketing strategies to the requirements of different markets were examined, emphasising the effectiveness of combining price and non-price competitiveness factors, forming long-term strategies for entering new markets, but with limited coverage of regional differences, which did not allow for a full assessment of the effectiveness of individual strategies in different market conditions. In the research by I. Tomashuk (2023), the impact of various factors on the development of agricultural exports was analysed, paying attention to competitiveness and product promotion mechanisms, and noting that market diversification, infrastructure development, and logistics optimisation played an important role, but without addressing changing market conditions and global trends, which limited the applicability of the conclusions in the long term. It should be noted that the results of this study differed from the results of the mentioned works by the breadth of coverage of different markets and strategies. Since the mentioned studies limited the analysis to individual countries or regions, which did not allow a full assessment of the universality of the identified patterns, this study compared different approaches on a global scale, which allowed the examination of the applicability in various economic conditions.

The results of this study also made it possible to identify key features of marketing strategies for agricultural exports in Asia, the Middle East, Africa, and the Commonwealth of Independent States, which was an important aspect for understanding the development potential of exports. It was noted that in Asian countries, key elements of strategies included product adaptation to local requirements and flexible pricing. In the Middle East, the emphasis was placed on Halal certification, as well as consideration of cultural preferences and hot climate conditions. In African countries, the main success factors were flexibility in pricing and minimisation of logistical costs. In the Commonwealth of Independent States, export strategies were oriented towards intra-regional trade, price competitiveness, and standard unification. This confirmed the importance of using marketing approaches that considered the economic and regulatory characteristics of target markets, as well as consumer preferences, logistical constraints, and the level of competition in each region. In the study by J. Wang *et al.* (2022), regional marketing strategies for agricultural exports were also examined, noting the importance of adapting pricing policy and product packaging according to consumer preferences, but this work did not sufficiently consider long-term factors influencing the sustainability of export supplies. In the work by H. Keskin *et al.* (2021), an analysis of the competitive advantages of commodity exports was carried out, emphasising the importance of developing partnerships and cooperation with distributors in target markets, but not paying enough attention to the impact of trade barriers and tariff restrictions, which could significantly affect export flows. In the research by Q. Sun *et al.* (2022), the impact of risks on the structure of agricultural trade in countries with unstable economic situations was examined, where flexibility in market entry strategy was the main factor of competitiveness, but without considering the role of government export support programmes, which also played an important role in shaping long-term export strategy. In the study by H.H. Park and S.J. Cho (2021), the impact of logistical factors on marketing strategies for agricultural exports was noted, identifying the need to minimise costs to improve transport efficiency, but without examining the specifics of demand in various regional markets, which limited the completeness of the analysis. Thus, the results of this study expanded existing knowledge about marketing strategies for agricultural exports, providing a comprehensive understanding of key factors determining successful entry into foreign markets. Unlike the mentioned works, this research combined the analysis of marketing approaches with consideration of logistical, pricing, and cultural aspects, which allowed the proposal of a more holistic export development strategy.

An important part of the work was also the development of practical recommendations for improving marketing strategies for agricultural exports. The developed recommendations were based on the interregional comparative analysis carried out, which made it possible to identify the most effective approaches and adapt these approaches to the specifics of various target markets. In particular, strategies were proposed that took into account key barriers faced by exporters, including logistical constraints, price competition, and differences in consumer preferences. Special attention was paid to the development of flexible strategies for entering foreign markets, which included the diversification of export destinations, improvement of product quality, and the use of modern promotion tools. The results of the research also showed that successful marketing strategies had to consider not only economic and regulatory conditions, but also sociocultural factors that influenced consumer behaviour. In this regard, recommendations were made for adapting advertising campaigns, developing packaging, and positioning products in accordance with the local characteristics of target markets. Thus, the conducted research had practical significance, as the conclusions and recommendations obtained could be used as a basis for developing effective export strategies. This contributed to increasing the competitiveness of the agricultural sector at the global level, as well as improving the position of Kazakhstani producers in international markets. In the work by N.M. Abdullahi *et al.* (2022), an analysis of the factors influencing the choice of agricultural export strategies was carried out, which made it possible to identify the effectiveness of the strategic export development model, but in this work, the issue of adapting marketing strategies to changing external economic conditions and regional specifics was not examined in detail, which limited its practical application. In the study by T. Andrei *et al.* (2022), the competitive advantages of agricultural products in international trade were studied, paying special attention to the factors increasing the attractiveness of products in foreign markets, but without sufficient analysis of the impact of consumer preferences and cultural factors, which could improve the accuracy of developed strategies. In the study by R. Birner *et al.* (2021), trends in the development of the agro-industrial sector were examined, analysing the impact of global changes such as technological innovations, but without a detailed analysis of marketing tools and product promotion methods, which reduced its applied value. It should be noted that, unlike the mentioned studies focused on analysing existing trends, this work also presented specific recommendations for increasing the competitiveness of Kazakhstan's agricultural exports, which made its results more significant for practical use and further research in this field.

Thus, the conducted research, as well as the mentioned works, confirmed the importance of a comprehensive analysis of marketing strategies for agricultural exports to increase the competitiveness of producers in the global market. These studies made it possible to identify successful approaches and adapt these approaches to various economic and sociocultural conditions, as well as to consider key barriers affecting the effectiveness of foreign economic activity. The development of substantiated recommendations based on comparative analysis contributed to optimising export strategies, taking into account various conditions. Such studies also played an important role in shaping long-term solutions aimed at the sustainable development of the agricultural sector, stimulating innovation, and expanding opportunities for international cooperation.

CONCLUSIONS

As a result of this research, a comprehensive analysis of the current state of Kazakhstan's agricultural exports was carried out, with a focus on marketing strategies aimed at expanding the presence of Kazakhstani agricultural products in global markets. The study considered the characteristics of the country's agricultural sector, including its contribution to GDP, which in 2024 was estimated at 4.5%, as well as the significance of exports of key goods such as wheat (6.5 million tonnes in 2023), oilseeds, meat, and dairy products, which formed the basis of export potential. An important aspect of the work was the assessment of global trends in the agricultural sector, such as the growing demand for organic and environmentally friendly products, and the increasing requirements for product quality and safety. These trends required Kazakhstan to adapt and improve product quality, as well as to enhance compliance with international standards. The study examined marketing specifics in different markets, identified specific consumer requirements, and outlined approaches to packaging, certification, and communication with markets in various regions. The research showed that successful strategies required deep adaptation to the needs of local markets, including consideration of cultural differences and specific consumer demand. In addition, the impact of foreign economic policy, including participation in the Eurasian Economic Union, showed a 100% increase in trade with partners since 2015. However, it was noted that logistical costs (USD 80-100 per tonne of wheat) remained a challenge compared to competitors such as Australia (USD 40-55 per tonne). Based on this data, recommendations were proposed, including the development of flexible marketing strategies for different regions, strengthening branding through participation in international exhibitions, improving infrastructure, and developing partnerships with distributors. These steps, supported by digitalisation and investment in transit corridors such as the "Belt and Road Initiative", were intended to increase the recognition and competitiveness of Kazakhstani agricultural products in international markets.

It should be noted that this study had some limitations due to its focus mainly on current marketing strategies without detailed analysis of the long-term effectiveness and impact on the sustainability of agricultural exports. Promising areas for further research included a more in-depth analysis of the effectiveness of different marketing strategies, taking into account the specifics of individual product groups and regions, as well as studying the impact of geopolitical and macroeconomic factors on agricultural exports. Another important step would be the practical testing and adaptation of the developed recommendations in real conditions, which would make it possible to assess the effectiveness and identify additional opportunities for optimising export policy.

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None.

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Маркетингові стратегії розвитку аграрного експорту Казахстану на світових ринках: міжрегіональний порівняльний аналіз

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Анотація. Дане дослідження спрямоване на аналіз маркетингових стратегій аграрного експорту та виявлення ефективних підходів до його просування на світових ринках. Під час роботи було використано методи порівняльного аналізу маркетингових стратегій провідних країн-експортерів, дослідження офіційних статистичних даних, оцінку впливу міжнародних торговельних угод і стандартів, а також аналіз державних програм підтримки експорту. Результати дослідження виявили ключові особливості маркетингових підходів у різних регіонах та їхню застосовність до казахстанського ринку, де експорт пшениці 2023 року становив 6,5 млн тон, або 3,13 % від світового обсягу в 208 млн тон. Було вивчено успішні моделі експорту агропродукції таких країн, як США (19,8 млн тон пшениці 2023 року), Канада (22 млн тон) та Австралія (24,5 млн тон), що дало змогу виокремити найрезультативніші інструменти просування, включно з брендингом та адаптацією до стандартів ринків збуту. Аналіз показав, що для підвищення конкурентоспроможності казахстанської продукції потрібна адаптація стратегій до вимог конкретних регіонів, врахування споживчих переваг і вдосконалення сертифікації під міжнародні норми. Було зазначено, що участь Казахстану в Євразійському економічному союзі сприяла зростанню взаємної торгівлі вдвічі з 2015 року. Також важливим фактором було відзначено розвиток державних програм підтримки експорту, які також потребують посилення: фінансова та консультаційна допомога експортерам, модернізація логістики (де витрати на перевезення пшениці становлять USD 80-100 за тонну проти USD 50-60 у конкурентів) і цифровізація процесів залишаються пріоритетами. На основі отриманих даних було розроблено рекомендації щодо вдосконалення маркетингових стратегій Казахстану у сфері аграрного експорту, які спрямовані на оптимізацію логістики, розвиток партнерських відносин з міжнародними дистриб'юторами, підвищення впізнаваності бренду та активне використання цифрових технологій для просування продукції

Ключові слова: міжнародні стандарти; брендинг агропродукції; споживчий попит; логістична інфраструктура; державна підтримка; цифрові платформи; культурні особливості