

Carlsberg to become PepsiCo bottler in Kazakhstan and Kyrgyzstan

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The Carlsberg Group (Carlsberg) and PepsiCo, Inc. (PepsiCo) are expanding their strategic partnership with a new agreement under which Carlsberg will become the PepsiCo bottler in Kazakhstan and Kyrgyzstan from 1 January 2026.

With the new strategic partnership, PepsiCo and Carlsberg have agreed to cooperate in producing, selling and distributing non-alcoholic beverages in the two countries. Beginning 1 January 2026, Carlsberg will take over the PepsiCo franchise to produce non-alcoholic beverages in Kazakhstan and Kyrgyzstan.

Carlsberg plans to invest more than EUR 100 million in building a new production facility for soft drinks in Kazakhstan, more than doubling the overall business. The new investment is expected to deliver a double-digit return on invested capital (ROIC) from year one and will be accretive to Group ROIC by year three. Carlsberg Kazakhstan holds a No. 1 position in the beer category and had a market share of 38 per cent in 2023.

“This new agreement adds significant volume to our business in Kazakhstan, strengthening our presence in the market and further building our business in Kyrgyzstan. We are happy to see our longstanding partnership with PepsiCo expand further into these two markets, underlining the long-term potential in the collaboration between PepsiCo and the Carlsberg Group,” says Jacob Aarup-Andersen, CEO, of Carlsberg Group.