

Fragrances in Kazakhstan

Market Direction | 2022-06-17 | 22 pages | Euromonitor

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Report description:

Retail sales of fragrances suffered considerably during 2020 due to COVID-19-related restrictions. Whilst retailers launched active promotions in a bid to boost volume sales, there was little demand as the lack of socialising gave consumers little incentive to wear fragrances, particularly premium ones. Moreover, the sales of premium fragrances were hit in the spring and summer seasons by four months of closure for beauty specialist stores such as Mon Amie and Beautymania. Even as stores reopened...

Euromonitor International's Fragrances in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Fragrances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Stronger growth in premium fragrances than mass thanks to desire of affluent consumers to treat themselves

Mary Kay attains leading position as direct seller Avon Cosmetics falters

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