

Hair Care in Kazakhstan

Market Direction | 2022-06-17 | 23 pages | Euromonitor

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Report description:

During the first year of the pandemic, major pandemic restrictions and store closures limited consumers' choice of hair products to mass market brands displayed in grocery retailers. This encouraged a shift in consumer purchasing preferences and further reduced brand loyalty in the category. As such, even after restrictions were lifted, consumers continued to look for better deals and more affordable alternatives. This pushed companies to implement frequent discounting and special offers, which...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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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Table of Contents:

Hair Care in Kazakhstan
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List Of Contents And Tables

HAIR CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Greater time at home leads consumers to invest in salon professional hair care products to undertake DIY hair solutions

Consumers seek functional treatments and colouring products

Procter & Gamble maintains newly gained leadership in hair care

PROSPECTS AND OPPORTUNITIES

Stable growth expected as frequent price discounts mitigate potential value growth

Mass products will dominate hair care sales as price consciousness remains

Companies to promote more online if though e-commerce is set to remain a niche

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2016-2021

Table 2 Sales of Hair Care by Category: % Value Growth 2016-2021

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2016-2021

Table 4 NBO Company Shares of Hair Care: % Value 2017-2021

Table 5 LBN Brand Shares of Hair Care: % Value 2018-2021

Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2017-2021

Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2018-2021

Table 8 LBN Brand Shares of Premium Hair Care: % Value 2018-2021

Table 9 Forecast Sales of Hair Care by Category: Value 2021-2026

Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2021-2026

Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2021-2026

BEAUTY AND PERSONAL CARE IN KAZAKHSTAN

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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