

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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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

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Stable growth expected as frequent price discounts mitigate potential value growth

Mass products will dominate hair care sales as price consciousness remains

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