

## **Men's Grooming in Kazakhstan**

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

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### **Report description:**

Following the drop in sales recorded in the first year of the pandemic, men's grooming recorded strong single-digit value growth in 2021. The removal of COVID-19-related restrictions, including the back-to-work trend, encouraged men to resume their old grooming habits, leading to a positive impact on the category. Nevertheless, most men in Kazakhstan remain quite conservative in their grooming habits and few use a large number of beauty products. Most prefer to use just the basics toiletries and...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- \* Get a detailed picture of the Men's Grooming 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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