

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.

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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Value growth in men's shaving accelerates as more men opt for a clean-shaven look

Multinational companies continue to dominate men's grooming

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