

Oral Care in Kazakhstan

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

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Report description:

COVID-19 had little impact on oral care as such products are considered necessities in consumers daily routines and they tend to consume similar levels of these products during the pandemic as they would otherwise. This kept overall demand and category growth stable. The main drivers of growth were electric toothbrushes (which was especially driven by electric toothbrush replacement heads), denture care, and dental floss, all of which recorded double-digit value growth. Electric toothbrushes ben...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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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ORAL CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Limited impact from COVID-19 as consumers continue to ensure good oral hygiene

Premiumisation trend in toothpaste continues thanks to discounts and willingness to experiment with different flavours and textures

Colgate-Palmolive maintains leads with increasing commitment to sustainability and natural ingredients

PROSPECTS AND OPPORTUNITIES

Strong prospects as consumers become more aware of different oral care routines and experiment with different toothpaste formulae

Dynamic performance expected by electric toothbrushes

E-commerce growth to encourage new ways of online engagement with consumers

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