

Premium Beauty and Personal Care in Kazakhstan

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

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Report description:

Premium beauty and personal care had outstanding performance in 2021, as affluent consumers were less affected by the economic instability of the pandemic than low-income consumers. In addition, with less opportunity to spend their money on travelling, socialising, and out-of-home entertainment, many high-income consumers opted to indulge themselves through purchasing premium beauty and personal care products. Furthermore, when they did purchase such products, they had to do so domestically rather...

Euromonitor International's Premium Beauty and Personal 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal 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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Sales rise as affluent consumers pamper themselves during the pandemic

L'Oreal Kazakhstan strengthens its grip on the category leadership as players adjust their portfolios to meet customer demands

Greater availability of at-home DIY treatments boosts premium sales

PROSPECTS AND OPPORTUNITIES

Premium trends set to persist and lead to greater competition amongst players

Personalisation of formula is expected to be a major trend in premium skin care

Premium dermocosmetics will continue to grow thanks to greater awareness and growing network of chemists/pharmacies

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