

## **Paediatric Consumer Health in Kazakhstan**

Market Direction | 2022-10-11 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Paediatric consumer health is underdeveloped in Kazakhstan. The assortment of such products available in the country is relatively narrow, and interest in most categories remains low. This is partly because parents are often content to give their kids standard (ie adult) OTC medications that are marketed as also being suitable for children. Given relatively low income levels and comparatively high prices for paediatric products, this preference is as much due to economic necessity as it is to tr...

Euromonitor International's Paediatric Consumer Health 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: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

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

Why buy this report?

- \* Get a detailed picture of the Paediatric Consumer Health 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Paediatric Consumer Health in Kazakhstan  
Euromonitor International  
October 2022

### List Of Contents And Tables

#### PAEDIATRIC CONSUMER HEALTH IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Paediatric consumer health remains underdeveloped in Kazakhstan

Paediatric ibuprofen sales rebound rapidly as pandemic mitigation measures end

Kazakhstani parents continue to favour multinational brands

##### PROSPECTS AND OPPORTUNITIES

Rising health-consciousness will continue to broaden appeal of paediatric products

Paediatric indigestion and heartburn remedies set to grow fastest in volume terms

More affordable domestic and regional brands expected to gain popularity

##### CATEGORY DATA

Table 1 Sales of Paediatric Consumer Health by Category: Value 2017-2022

Table 2 Sales of Paediatric Consumer Health by Category: % Value Growth 2017-2022

Table 3 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022

Table 4 Forecast Sales of Paediatric Consumer Health by Category: Value 2022-2027

Table 5 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2022-2027

#### CONSUMER HEALTH IN KAZAKHSTAN

##### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 6 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 7 Life Expectancy at Birth 2017-2022

##### MARKET DATA

Table 8 Sales of Consumer Health by Category: Value 2017-2022

Table 9 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 11 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 12 Distribution of Consumer Health by Format: % Value 2017-2022

Table 13 Distribution of Consumer Health by Format and Category: % Value 2022

Table 14 Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 15 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

##### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Paediatric Consumer Health in Kazakhstan

Market Direction | 2022-10-11 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com