

Air Care in Kazakhstan

Market Direction | 2023-02-01 | 16 pages | Euromonitor

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Report description:

Air care is on a declining volume trajectory, whilst still remaining in positive figures, with value boosted higher than volume due to inflationary pressures. Indeed, air care is one of the categories impacted by disruptions in global supply chains, due to the prevalence of international players. SC Johnson & Son Inc is the most notable player, thanks to its wide range of Glade products. However, the brand has been experiencing from supply issues and is noted as having been out of stock for some...

Euromonitor International's Air Care in Kazakhstan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Candle Air Fresheners, Car Air Fresheners, Electric Air Fresheners, Gel Air Fresheners, Liquid Air Fresheners, Other Air Care, Spray/Aerosol Air Fresheners.

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

Why buy this report?

- * Get a detailed picture of the Air 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Air Care in Kazakhstan
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List Of Contents And Tables

AIR CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glade manages to maintain its top brand place despite stock supply issues

Ongoing urbanisation supports continued consumer interest in air care

Spray/aerosol air fresheners dominates in air care category in Kazakhstan

PROSPECTS AND OPPORTUNITIES

Global players will continue to lead air care, thanks to strength of their reputations

Spray/aerosol air fresheners will maintain its popularity thanks to lower prices and tradition

Private label products expected to appear, with good development prospects

CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2017-2022

Table 2 Sales of Air Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Air Care: % Value 2018-2022

Table 4 LBN Brand Shares of Air Care: % Value 2019-2022

Table 5 Forecast Sales of Air Care by Category: Value 2022-2027

Table 6 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME CARE IN KAZAKHSTAN

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Distribution of Home Care by Format: % Value 2017-2022

Table 13 Distribution of Home Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Home Care by Category: Value 2022-2027

Table 15 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

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