

## **Home Care in Kazakhstan**

Market Direction | 2023-02-01 | 55 pages | Euromonitor

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### **Report description:**

Home care in Kazakhstan is seeing stronger value than volume growth in 2022, due to geopolitical factors disrupting global supply chains to a country which is dependent on imports. Supply chains have been heavily impacted by the Russia-Ukraine war, as both countries were important production and transportation hubs for the Kazakhstan home care market. Therefore, many players suffered shortages of products. It is also noted that Kazakhstan continues to trade with Russia, and thus goods which were...

Euromonitor International's Home 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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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## **Table of Contents:**

Home Care in Kazakhstan  
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### List Of Contents And Tables

#### 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 1 Households 2017-2022

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Distribution of Home Care by Format: % Value 2017-2022

Table 7 Distribution of Home Care by Format and Category: % Value 2022

Table 8 Forecast Sales of Home Care by Category: Value 2022-2027

Table 9 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Laundry care sees boosted sales due to temporary dynamics

Players reduce their offers to the best-selling and most profitable options in the face of economic instability

Local companies step up to fill in the gaps, but unit prices are affected overall

##### PROSPECTS AND OPPORTUNITIES

Powder detergents will remain popular, with stronger growth in liquid detergents driven by its higher prices

Fabric softeners driven by higher unit prices, with pending innovations seen

Opportunities for local players, such as seen with domestic Avrora's foray into fabric softeners

##### CATEGORY INDICATORS

Table 10 Household Possession of Washing Machines 2017-2022

##### CATEGORY DATA

Table 11 Sales of Laundry Care by Category: Value 2017-2022

Table 12 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 13 Sales of Laundry Aids by Category: Value 2017-2022

Table 14 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 15 Sales of Laundry Detergents by Category: Value 2017-2022

Table 16 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

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Table 17 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 18 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 19 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 20 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 21 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 22 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 23 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 24 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

## DISHWASHING IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hand dishwashing shows best performance due to low consumer spending power and a return to normal habits

Fairy retains its sparkling lead, while local players gain from imported stock shortages

Automatic dishwashing loses appeal after its popularity

### PROSPECTS AND OPPORTUNITIES

All is not lost for automatic dishwashing, with opportunities ahead

Local manufacturers set to seize opportunities are steal shares

Fairy set to maintain its overall and hand dishwashing leads, while expanding further into automatic dishwashing

### CATEGORY INDICATORS

Table 25 Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 26 Sales of Dishwashing by Category: Value 2017-2022

Table 27 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 29 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 30 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 31 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

## SURFACE CARE IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Surface care maintains a positive performance

Multi-purpose cleaners continue to prove popular, as domestic brand Batyr becomes a stronger competitor to the top two

Avrora Holding expands its product range and strengthens its position

### PROSPECTS AND OPPORTUNITIES

Sales patterns set to normalise, with ongoing demand and domestic players set to gain

The activities of international companies will gradually recover

Higher hygiene standards set to prevail

### CATEGORY DATA

Table 32 Sales of Surface Care by Category: Value 2017-2022

Table 33 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 34 NBO Company Shares of Surface Care: % Value 2018-2022

Table 35 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 36 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 37 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

## BLEACH IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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Bleach benefits from reputation as an inexpensive and effective disinfectant  
Global players switch away from bleach, leaving opportunities for domestic manufacturers  
Multi-use qualities help bleach to remain in demand

#### PROSPECTS AND OPPORTUNITIES

Local players set to gain overall control of bleach due to declining global interest  
Lower-income consumers in more rural areas will drive sales  
Will Kazakhstan catch up with the global health trends?

#### CATEGORY DATA

Table 38 Sales of Bleach: Value 2017-2022  
Table 39 Sales of Bleach: % Value Growth 2017-2022  
Table 40 NBO Company Shares of Bleach: % Value 2018-2022  
Table 41 LBN Brand Shares of Bleach: % Value 2019-2022  
Table 42 Forecast Sales of Bleach: Value 2022-2027  
Table 43 Forecast Sales of Bleach: % Value Growth 2022-2027

#### TOILET CARE IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Toilet care remains relatively stable, with room for growth remaining  
Local production remains low with global players in charge  
The poor quality of tap water in Kazakhstan contributes to sales in toilet care

#### PROSPECTS AND OPPORTUNITIES

The process of urbanisation is also driving growth in toilet care  
Price is one of the decisive factors when choosing products in home care overall  
Toilet care will remain a competitive category, due to number of options available and scope for growth

#### CATEGORY DATA

Table 44 Sales of Toilet Care by Category: Value 2017-2022  
Table 45 Sales of Toilet Care by Category: % Value Growth 2017-2022  
Table 46 NBO Company Shares of Toilet Care: % Value 2018-2022  
Table 47 LBN Brand Shares of Toilet Care: % Value 2019-2022  
Table 48 Forecast Sales of Toilet Care by Category: Value 2022-2027  
Table 49 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

#### POLISHES IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand remains stable, despite stock shortages and general dynamics  
SC Johnson & Son's Salamander brand remains the most popular  
Multi-purpose products compete with specialist polishes due to price and ease of use

#### PROSPECTS AND OPPORTUNITIES

The activities of international companies will gradually recover  
Evolving fashions and sporty styles are driving developments in new shoe polish options  
Other polishes will remain niche and face ongoing competition from multi-use products

#### CATEGORY DATA

Table 50 Sales of Polishes by Category: Value 2017-2022  
Table 51 Sales of Polishes by Category: % Value Growth 2017-2022  
Table 52 NBO Company Shares of Polishes: % Value 2018-2022  
Table 53 LBN Brand Shares of Polishes: % Value 2019-2022  
Table 54 Forecast Sales of Polishes by Category: Value 2022-2027

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Table 55 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

#### 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 56 Sales of Air Care by Category: Value 2017-2022

Table 57 Sales of Air Care by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Air Care: % Value 2018-2022

Table 59 LBN Brand Shares of Air Care: % Value 2019-2022

Table 60 Forecast Sales of Air Care by Category: Value 2022-2027

Table 61 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

#### HOME INSECTICIDES IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Home insecticides sees stable volume as well as inflationary-driven value growth, with weather conditions favouring sales

SC Johnson retains lead in home insecticides, with limited other options available and consumers lacking confidence in cheap local brands

Spray/aerosol formats remain popular in home insecticides, but modern formats are on the rise

##### PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by an increase in population and high average annual temperatures

Environmental and health and wellness trends may ultimately influence high-income urban consumers

Competition between brands may intensify due to increased presence of private label

##### CATEGORY DATA

Table 62 Sales of Home Insecticides by Category: Value 2017-2022

Table 63 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 64 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 65 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 66 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 67 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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