

## **Laundry Care in Kazakhstan**

Market Direction | 2023-02-01 | 22 pages | Euromonitor

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### **Report description:**

Laundry care is seeing both stronger value and volume growth in 2022, compared to 2021. However, this is attributed to overall patterns in supply and sales which have been affected by global dynamics. It is noted that Kazakhstan is highly dependent on imports, with more than 90% of products being imported according to industry source. As such, impacts from the Russia-Ukraine war and global inflation continue to influence sales, following the disruptions created by the time of the pandemic.

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- \* Get a detailed picture of the Laundry 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Table of Contents:

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

#### 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 1 Household Possession of Washing Machines 2017-2022

##### CATEGORY DATA

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

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

Table 4 Sales of Laundry Aids by Category: Value 2017-2022

Table 5 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 6 Sales of Laundry Detergents by Category: Value 2017-2022

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 8 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 9 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 10 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 11 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 12 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 13 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

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

Table 15 □Forecast Sales of Laundry 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 16 Households 2017-2022

##### MARKET DATA

Table 17 Sales of Home Care by Category: Value 2017-2022

Table 18 Sales of Home Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Care: % Value 2018-2022

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Table 20 LBN Brand Shares of Home Care: % Value 2019-2022

Table 21 Distribution of Home Care by Format: % Value 2017-2022

Table 22 Distribution of Home Care by Format and Category: % Value 2022

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

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

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SOURCES

Summary 1 Research Sources

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