

## **Toilet Care in Kazakhstan**

Market Direction | 2023-02-01 | 15 pages | Euromonitor

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### **Report description:**

Toilet care manages to maintain stable volume growth and healthy value growth, despite the competition it faces from other home care products - such as bleach, or multi-purpose bathroom cleaners. Indeed, bleach in particular is popular for cleaning toilets and is still a popular product in Kazakhstan, thanks to its low unit prices and multiple-use properties, and despite its negative image.

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

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

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Local production remains low with global players in charge

The poor quality of tap water in Kazakhstan contributes to sales in toilet care

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The process of urbanisation is also driving growth in toilet care

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Toilet care will remain a competitive category, due to number of options available and scope for growth

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#### **DISCLAIMER**

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