

## **Baby and Child-Specific Products in Kazakhstan**

Market Direction | 2023-05-10 | 22 pages | Euromonitor

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### **Report description:**

Official statistics showed an increase in the birth rate in 2020 and 2021, which has partly contributed to the robust performance in current value sales in recent years. Although in 2022, the birth-rate trend altered and recorded a year-on-year decline compared to 2021 levels. Nevertheless, birth rates are higher in Kazakhstan than other Central Asian and European countries as well as its neighbouring country Russia. Growing parental awareness of baby-specific care has equally been a growth fact...

Euromonitor International's Baby and Child-specific Products 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- \* Get a detailed picture of the Baby and Child-specific Products 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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Euromonitor International

May 2023

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Slight rise in birth rate and growing parental awareness drives demand

Parents seek more sophisticated products for babies/children

Johnson & Johnson Inc is leader in baby and child-specific products

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Caring for the health of children's skin will drive sales momentum

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