

Depilatories in Kazakhstan

Market Direction | 2023-05-10 | 19 pages | Euromonitor

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Report description:

In 2022, depilatories witnessed a steeper decline in volume sales compared to 2021 as retail prices escalated. The sharp rise in inflation seen in Kazakhstan mirrored trends seen around the world as the war in Ukraine took hold and fuel prices surged. Consumer uptake of hair removal in beauty salons has also been rising, which has caused a shift away from depilatories for home use. This trend is likely to have a longer-lasting effect on retail volume sales of depilatories in the coming years.

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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