

## **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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### **Table of Contents:**

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List Of Contents And Tables

DEPILATORIES IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Salon hair removal treatments negatively impact category

Improvement of women's razors and blades positively affects sales

Procter & Gamble Co remains leader of depilatories

PROSPECTS AND OPPORTUNITIES

Weaker outlook ahead for depilatories

Women's pre-shave faces sharpest decline

System refill blades will take largest retail volume share

CATEGORY DATA

Table 1 Sales of Depilatories by Category: Value 2017-2022

Table 2 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Depilatories: % Value 2018-2022

Table 4 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 5 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 6 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN KAZAKHSTAN

EXECUTIVE SUMMARY

Beauty and personal care increased in 2022

2022 trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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