

## **Men's Grooming in Kazakhstan**

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

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### **Report description:**

Following the drop in sales recorded in the first year of the pandemic, men's grooming has made a strong recovery, with solid increases in retail volume and current value sales. The back-to-work trend encouraged men to resume their old grooming habits, leading to a positive impact on the category. However, men in Kazakhstan are generally taking more interest and care of their appearance which is driving growth of hair, face and body products. Nevertheless, most men in Kazakhstan remain quite con...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

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

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List Of Contents And Tables

**MEN'S GROOMING IN KAZAKHSTAN**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Skin health care promotes

Men's pre-shave - the most frequently bought item

Procter & Gamble Co leads in men's grooming

**PROSPECTS AND OPPORTUNITIES**

Stronger interest in health and appearance to support men's grooming

Body care expected to increase share amid focus on physique

E-commerce faces robust growth

**CATEGORY DATA**

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming 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 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 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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