

## **Tissue and Hygiene in Kazakhstan**

Market Direction | 2024-03-15 | 47 pages | Euromonitor

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### **Report description:**

Kazakhstan has strong trade links with Russia and its war in Ukraine is negatively impacting the economy and leading to high inflation. Inflation continued to be very high in 2023, though it did ease at the end of the year due to monetary tightening. As such, tissue and hygiene registered a fall in constant value sales, as continuing high costs hit profitability. With consumer purchasing power also falling, consumers traded down and economy brands fared better. However, on the plus side, the dep...

Euromonitor International's Tissue and Hygiene 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- \* Get a detailed picture of the Tissue and Hygiene 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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