

Beauty and Personal Care in Kazakhstan

Market Direction | 2024-04-29 | 106 pages | Euromonitor

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Report description:

Global geopolitical events in 2023 spurred a shift in investments, with a portion of funds from large companies flowing from Russia to Kazakhstan. This influx of immigrants, businesses that were relocated, and newly recruited personnel bolstered Kazakhstan's financial standing and created a population group with disposable income. This, in turn, has stimulated sales within beauty and personal care, which experienced growth in both value and volume terms in 2023.

Euromonitor International's Beauty and Personal Care 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Beauty and Personal Care in Kazakhstan
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN KAZAKHSTAN

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value reigns supreme in bath and shower products
Salon professional hair care feels the pinch as consumers seek alternatives
International dominance with a growing social media influence

PROSPECTS AND OPPORTUNITIES

Affordability and accessibility: Cornerstones of future growth
The rise of conscious consumers and evolving beauty preferences
A dynamic distribution landscape and the rise of e-commerce

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN KAZAKHSTAN

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Growth in premium beauty and personal care and key players

Factors driving growth in premium fragrances

Shifting skin care habits and adapting to change

PROSPECTS AND OPPORTUNITIES

Retail expansion: A catalyst for premium products

Dermocosmetics: A category poised for success

E-commerce: A powerful growth channel

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in birth rate and growing parental awareness drive demand

Growing importance of sun care and skin care for babies and children

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

PROSPECTS AND OPPORTUNITIES

Soaring demand for specialised care

The importance of communication and premiumisation

Natural ingredients take centre stage

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rise of liquid soap and enduring popularity of bar soap

Price-driven shower gels

Competitive landscape

PROSPECTS AND OPPORTUNITIES

Rising demand for liquid soap and body wash

Increasing awareness propels intimate hygiene market

Freshness and naturalness define shower gels

CATEGORY DATA

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Table 33 Sales of Bath and Shower by Category: Value 2018-2023

Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Market saturation and growth

Stagnant nail polish sales

L'Oreal maintains dominance whilst Korean brands emerge

PROSPECTS AND OPPORTUNITIES

Expanding retail landscape drives growth

Lip care rebound and innovation

BB/CC creams: A promising future for multifunctional products

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

DEODORANTS IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand across demographics

Deodorant sprays reign supreme for hygiene and convenience

Innovation and brand activity drive the future

PROSPECTS AND OPPORTUNITIES

Retail expansion fuels growth

Continued dominance of sprays and the rise of convenient stick deodorants

Decline of deodorant creams

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023

Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 54 NBO Company Shares of Deodorants: % Value 2019-2023

Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

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Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price stabilisation and shifting preferences

The rise of electric shavers and salon services and the allure of laser hair removal

Competitive landscape and consumer choice

PROSPECTS AND OPPORTUNITIES

Rebuilding product assortment and private label growth

Regional growth and evolving preferences

The rise of refill blades and sustainability

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rise of premium fragrances

The budding allure of unisex fragrances

Mary Kay reigns supreme in mass fragrances and premium powerhouses make bold moves

PROSPECTS AND OPPORTUNITIES

Buoyant performance for fragrances lies ahead

The rise of influencer marketing and celebrity endorsements

Premium fragrances set to gain further share

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes and enduring demand

The rise of Korean brands and the decline of styling products

Procter & Gamble maintains dominance

PROSPECTS AND OPPORTUNITIES

The rise of "healthy hair" and premium products

Price sensitivity and the rise of local brands

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Environmental considerations: A long-term play

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic grooming renaissance

The rise of the bearded man (and the products to maintain it)

A competitive landscape with global dominance

PROSPECTS AND OPPORTUNITIES

The allure of premium fragrances

Affordability reigns supreme in everyday Essentials

E-commerce faces robust growth

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supply chain disruptions and uneven growth

The rise of premium oral care

Colgate-Palmolive Kazakhstan TOO maintains leadership position

PROSPECTS AND OPPORTUNITIES

Desire for a healthy smile will stimulate growth in oral care

Electric toothbrushes to gain popularity

Further diversity expected in toothpastes

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

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Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 99 NBO Company Shares of Oral Care: % Value 2019-2023
Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028
Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price sensitivity and brand switching
Korean skin care gains popularity
L?Oreal Kazakhstan TOO leads in skin care

PROSPECTS AND OPPORTUNITIES

Dermocosmetics: A category on the rise
The power of social media influencers
Sun protection becomes part of daily skin care routine while use of serums extends beyond facial care

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023
Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 107 NBO Company Shares of Skin Care: % Value 2019-2023
Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023
Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028
Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN KAZAKHSTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care enjoys another promising year of recovery
The allure of premium protection
Beiersdorf Kazakhstan TOO remains category leader

PROSPECTS AND OPPORTUNITIES

Awareness of sun care is on the rise
Price-conscious consumption will prevail in the first half of the forecast period
E-commerce stands to make gains in sun care

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023
Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023
Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 115 NBO Company Shares of Sun Care: % Value 2019-2023
Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023
Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028
Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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