

## **Colour Cosmetics in Kazakhstan**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

With COVID-19 related restrictions lifted, the colour cosmetics category witnessed renewed saturation in Kazakhstan in 2023. Product ranges are returning to pre-pandemic levels, reflecting a strong consumer desire after a period of limited choice. This resurgence is accompanied by growth in both value and volume terms. Rising purchasing power among the population is a key driver, fuelled by an influx of emigrants from Russia that has expanded the consumer base. However, price hikes are a notable...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- \* Get a detailed picture of the Colour Cosmetics 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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