

## **Deodorants in Kazakhstan**

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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### **Report description:**

Deodorants in Kazakhstan witnessed steady growth in volume terms in 2023. This can be attributed to active promotion by manufacturers and an expanding consumer base. The influx of immigrants into the country has contributed to this rise. Despite significant inflation leading to higher retail prices, deodorants are considered indispensable for daily hygiene. Deodorant awareness has also expanded, with the target audience now encompassing not just teenagers but also individuals aged 55 and over. T...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Deodorants 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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