

Fragrances in Kazakhstan

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

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Report description:

Fragrances in Kazakhstan witnessed a shift towards premium fragrances in 2023. This product area experienced the fastest growth in both volume and value terms during the year. This trend can be attributed to several factors, including a younger, aspirational population with rising disposable incomes. Additionally, affluent consumers have been less impacted by inflation, allowing them to indulge in luxury purchases like premium fragrances. The growing influence of social media also plays a role,...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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