

Mass Beauty and Personal Care in Kazakhstan

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

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Report description:

Mass beauty and personal care in Kazakhstan underwent a transformation in 2023, driven by evolving consumer preferences and a dynamic market landscape. While established international players like L'Oreal, Beiersdorf, and Mary Kay retain significant market share, new trends are shaping the industry.

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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.

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