

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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Table of Contents:

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List Of Contents And Tables

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 1 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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

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