

## **Bath and Shower in Kazakhstan**

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

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### **Report description:**

Bath and shower in Kazakhstan underwent a transformation in 2023. Two key factors drove the rise of liquid soap among consumers in Kazakhstan. First, there has been a growing focus on hygiene, with some consumers believing liquid soap offers a more effective clean. Second, the development of modern retail outlets across the country has made liquid soap options more widely available and accessible. This trend comes at the expense of bar soap, which saw a slight decline in volume terms compared to...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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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