

Bleach in Kazakhstan

Market Direction | 2025-02-11 | 15 pages | Euromonitor

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Report description:

The bleach category in Kazakhstan recorded stable, moderate growth in volume sales terms in 2024, influenced by ongoing economic uncertainty in the country, which was largely driven by geopolitical shifts on the global stage. In such conditions, consumers are drawn to bleach as an inexpensive and reliable disinfectant. Despite its strong odour, potential toxicity and questionable environmental impact, bleach remains a household staple due to its perceived effectiveness and affordability. Its pra...

Euromonitor International's Bleach in Kazakhstan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Bleach 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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Rising interest in private label products

Hypoallergenic and concentrated formulas attract greater consumer interest

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Reduced chlorine content in product composition

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