

Dishwashing in Kazakhstan

Market Direction | 2025-02-11 | 17 pages | Euromonitor

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Report description:

Within Kazakhstan's dishwashing category, the hand dishwashing segment saw moderate growth in terms of both value and volume sales in 2024. Hand dishwashing continued to account for a greater proportion of sales, with the penetration of dishwashers remaining quite low in the country. Growth within hand dishwashing was largely influenced by the prevailing economic uncertainty in the country, which has led consumers to prioritise more budget-friendly options. As a result, there has been an increas...

Euromonitor International's Dishwashing 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.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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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reliable information resources to help drive informed strategic planning.

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Local brands expand across hand dishwashing, while Fairy continues to lead
Automatic dishwashing enjoys active development

PROSPECTS AND OPPORTUNITIES

E-commerce expansion to drive further growth for dishwashing
Health and eco-friendly trends will gather pace during the forecast period, as consumers shift towards smaller formats in automatic dishwashing
Fairy will retain its leadership over hand dishwashing, with intensified competition anticipated for automatic dishwashing

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