

## **Home Care in Kazakhstan**

Market Direction | 2025-02-11 | 55 pages | Euromonitor

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### **Report description:**

Kazakhstan's home care market was impacted by economic instability in 2024, prompting local consumers to adjust their spending habits. Many are prioritising products that offer the best balance between price and quality, while others are opting for cheaper brands to manage household budgets more effectively. This trend in consumer behaviour has led to a notable increase in the sales of private label products across the home care category, as these options are often perceived as cost-effective wi...

Euromonitor International's Home Care 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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:**

Home Care in Kazakhstan  
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List Of Contents And Tables

### **HOME CARE IN KAZAKHSTAN**

#### **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 1 Households 2019-2024

#### **MARKET DATA**

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **LAUNDRY CARE IN KAZAKHSTAN**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Moderate growth seen in laundry care in 2024

Persil brand increases its market share

Fabric softeners recovers from previous decline

#### **PROSPECTS AND OPPORTUNITIES**

Greater consumption of lower-cost brands expected in forecast period

E-commerce channel set to expand more rapidly, benefiting laundry care in particular

Share of private label products may increase

#### **CATEGORY INDICATORS**

Table 11 Household Possession of Washing Machines 2019-2024

#### **CATEGORY DATA**

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 19 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 20 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 21 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 22 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 24 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## DISHWASHING IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Low-cost products gain greater ground in 2024

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

### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2019-2024

### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2019-2024

Table 28 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 29 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 30 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 31 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## SURFACE CARE IN KAZAKHSTAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume growth for surface care in 2024

Unilever maintains leadership as local dining habits support category sales

Spray formats attract consumers, while P&G focuses on pet owners

### PROSPECTS AND OPPORTUNITIES

Development of e-commerce will contribute to greater growth for surface care while Russian brands gain ground

Cheaper products as firm favourites among local consumers, though international players will continue to lead

Rising environmental consciousness to inform innovation

### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2019-2024

Table 34 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 37 NBO Company Shares of Surface Care: % Value 2020-2024

Table 38 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 39 Forecast Sales of Surface Care by Category: Value 2024-2029

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## Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

### BLEACH IN KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stable growth seen for bleach in 2024, though innovation remains limited

Rising interest in private label products

Hypoallergenic and concentrated formulas attract greater consumer interest

#### PROSPECTS AND OPPORTUNITIES

Scented bleach variants set to see increased demand

Reduced chlorine content in product composition

Development of e-commerce will support demand for bleach during forecast period, while private label will rise further

#### CATEGORY DATA

Table 41 Sales of Bleach: Value 2019-2024

Table 42 Sales of Bleach: % Value Growth 2019-2024

Table 43 NBO Company Shares of Bleach: % Value 2020-2024

Table 44 LBN Brand Shares of Bleach: % Value 2021-2024

Table 45 Forecast Sales of Bleach: Value 2024-2029

Table 46 Forecast Sales of Bleach: % Value Growth 2024-2029

### TOILET CARE IN KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price rises slow down in 2024

Development of online retail as key growth driver

ITBs segment sees start to recovery

#### PROSPECTS AND OPPORTUNITIES

Toilet liquids/foam as the most popular segment

Safety and eco trends will shape category progress for forecast period

Comet brand likely to lose share

#### CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2019-2024

Table 48 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 49 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 50 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 51 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

### POLISHES IN KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Polishes continues to fall in 2024

Rising demand for private label products, though international players continue to rule

Multifunctionality and ease of use prove key concerns for local consumers

#### PROSPECTS AND OPPORTUNITIES

Eco-friendly trend set to accelerate

Polishes with water-repellent properties in demand, and furniture fashion dictates demand

E-commerce expansion and innovative solutions for sports shoes offer growth potential

#### CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2019-2024

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Table 54 Sales of Polishes by Category: % Value Growth 2019-2024

Table 55 NBO Company Shares of Polishes: % Value 2020-2024

Table 56 LBN Brand Shares of Polishes: % Value 2021-2024

Table 57 Forecast Sales of Polishes by Category: Value 2024-2029

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

#### AIR CARE IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Air care category remains stagnant

Private label benefits from rising cost-consciousness

Movement towards environmentally friendly products.

##### PROSPECTS AND OPPORTUNITIES

Air care will recover to positive levels during forecast period

Increased interest in long-lasting fragrances though innovation faces challenges

Functional scents likely to attract attention

##### CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2019-2024

Table 60 Sales of Air Care by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Air Care: % Value 2020-2024

Table 62 LBN Brand Shares of Air Care: % Value 2021-2024

Table 63 Forecast Sales of Air Care by Category: Value 2024-2029

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

#### HOME INSECTICIDES IN KAZAKHSTAN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Hot weather supports demand for home insecticides

Dominance of international brands continues

Greater development of private label alternatives

##### PROSPECTS AND OPPORTUNITIES

Positive forecast period for home insecticides in Kazakhstan

Spray/aerosol insecticides to remain leading segment

Eco-friendly trend will become more influential

##### CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2019-2024

Table 66 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 67 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 68 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 69 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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