

Surface Care in Kazakhstan

Market Direction | 2025-02-11 | 16 pages | Euromonitor

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Report description:

The surface care category saw growth in volume terms in 2024, driven largely by the ongoing development of retail trade in Kazakhstan. The expansion of supermarkets is not limited to the country's capital but is also evident across regional centres, creating more points of sale and increasing accessibility for consumers. This broader retail footprint is contributing to the rise in surface care sales as products become more readily available to a growing customer base.

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

Table of Contents:

Surface Care in Kazakhstan
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List Of Contents And Tables

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 1 Sales of Surface Care by Category: Value 2019-2024

Table 2 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Surface Care: % Value 2020-2024

Table 6 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 7 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 8 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

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 9 Households 2019-2024

MARKET DATA

Table 10 Sales of Home Care by Category: Value 2019-2024

Table 11 Sales of Home Care by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Home Care: % Value 2020-2024

Table 13 LBN Brand Shares of Home Care: % Value 2021-2024

Table 14 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 15 Distribution of Home Care by Format: % Value 2019-2024

Table 16 Distribution of Home Care by Format and Category: % Value 2024

Table 17 Forecast Sales of Home Care by Category: Value 2024-2029

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Table 18 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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