

Surface Care in Kazakhstan

February 2024

Table of Contents

Surface Care in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care sees progress in 2023 Procter & Gamble targets pet owners Sprays see popularity rise as Unilever remains ahead.

PROSPECTS AND OPPORTUNITIES

Problems with parallel market to persist International players will continue to dominate Russian brands to gain ground thanks for cost reasons

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023
Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Surface Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Surface Care: % Value 2020-2023
Table 5 - Forecast Sales of Surface Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023 Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023 Table 10 - NBO Company Shares of Home Care: % Value 2019-2023 Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023 Table 12 - Distribution of Home Care by Format: % Value 2018-2023 Table 13 - Distribution of Home Care by Format and Category: % Value 2023 Table 14 - Forecast Sales of Home Care by Category: Value 2023-2028 Table 15 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028 DISCLAIMER

SOURCES

Summary 1 - Research Sources

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