Euromonitor International

Colour Cosmetics in Kazakhstan

June 2026

Table of Contents

Colour Cosmetics in Kazakhstan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Spending and Digital Influence
Multitasking Make-Up and Asian-Inspired Beauty Boosts Sales
Chart 1 - Diego Dalla Palma All in One Highlighter
Refillable Make-Up Targets Eco-Conscious Consumers
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Value Growth to Be Driven by Hybrid Products and Premiumisation
Social Media and Natural Ingredients to Continue to Attract Consumer Loyalty
Brands to Continue to Leverage Sustainability to Enhance Growth Opportunities
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Drive Competitive Intensity through Innovation and Digital Engagement
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead through Diverse Offerings and Consumer Trust
Online Growth Reshapes Distribution with Convenience and Brand Diversity
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Colour Cosmetics
Chart 11 - Real GDP Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Colour Cosmetics
Chart 14 - Population 2020-2030
Chart 15 - Consumer Expenditure 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Asian Beauty Growth Drives Expanding Beauty Sales
Chart 18 - Beauty of Joseon Glow Propolis Serum
Longevity Trend Reshapes Consumer Choices with Multifunctional Products
Chart 19 - BIODERMA Pigmentbio Daily Care SPF50+
Brands Focus on Sustainability through Refillable Premium Solutions
Chart 20 - Dior Cream Refill
Chart 21 - Value Sales 2020-2030
Chart 22 - Volume Sales 2020-2030
Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Adopt Health-Focused and Premium Self-Care Routines, Boosting Growth
Fragrances to Remain Growth Leader through Cultural Significance and Premiumisation
Innovation in Multifunctional and Sustainable Products to Reshape Industry Dynamics
Chart 24 - Analyst Insight for Beauty and Personal Care
Chart 25 - Forecast Value Sales 2020-2030
Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Hold as Smaller Players Add to Fragmented Mix
Chart 27 - Company Shares 2025
Chart 28 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead with Integrated Offline and Online Approach
Retail E-Commerce Accelerates Growth Driven by Convenience and Exclusive Offerings
Emerging Retail Concepts Combine Experiential and Digital Strengths to Capture Consumers
Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care
Chart 31 - Real GDP Growth 2020-2030
Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care
Chart 34 - Population 2020-2030
Chart 35 - Consumer Expenditure 2020-2030
Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/colour-cosmetics-in-kazakhstan/report.