

Home Insecticides in Kazakhstan

February 2023

Table of Contents

Home Insecticides in Kazakhstan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home insecticides sees stable volume as well as inflationary-driven value growth, with weather conditions favouring sales
SC Johnson retains lead in home insecticides, with limited other options available and consumers lacking confidence in cheap local brands
Spray/aerosol formats remain popular in home insecticides, but modern formats are on the rise

PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by an increase in population and high average annual temperatures
Environmental and health and wellness trends may ultimately influence high-income urban consumers
Competition between brands may intensify due to increased presence of private label

CATEGORY DATA

Table 1 - Sales of Home Insecticides by Category: Value 2017-2022

Table 2 - Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 4 - LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 5 - Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 6 - Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

Home Care in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2017-2022

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2017-2022

Table 9 - Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 - NBO Company Shares of Home Care: % Value 2018-2022

Table 11 - LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 - Distribution of Home Care by Format: % Value 2017-2022

Table 13 - Distribution of Home Care by Format and Category: % Value 2022

Table 14 - Forecast Sales of Home Care by Category: Value 2022-2027

Table 15 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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