

Wipes in Kazakhstan

May 2022

Table of Contents

Wipes in Kazakhstan - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Limited consumer base, poor perception of wipes
Baby wipes stand out in demand patterns
General purpose wipes see antibacterial demand

PROSPECTS AND OPPORTUNITIES

Moderate but positive growth
Babies will continue in a good mood
Return of Kazakh social lives offers opportunity

CATEGORY DATA

Table 1 - Retail Sales of Wipes by Category: Value 2016-2021
Table 2 - Retail Sales of Wipes by Category: % Value Growth 2016-2021
Table 3 - NBO Company Shares of Retail Wipes: % Value 2017-2021
Table 4 - LBN Brand Shares of Retail Wipes: % Value 2018-2021
Table 5 - Forecast Retail Sales of Wipes by Category: Value 2021-2026
Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2021-2026

Tissue and Hygiene in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2016-2021
Table 8 - Infant Population 2016-2021
Table 9 - Female Population by Age 2016-2021
Table 10 - Total Population by Age 2016-2021
Table 11 - Households 2016-2021
Table 12 - Forecast Infant Population 2021-2026
Table 13 - Forecast Female Population by Age 2021-2026
Table 14 - Forecast Total Population by Age 2021-2026
Table 15 - Forecast Households 2021-2026

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2016-2021
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2016-2021
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2017-2021
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2018-2021
Table 20 - Distribution of Retail Tissue and Hygiene by Format: % Value 2016-2021
Table 21 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2021
Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2021-2026
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

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/wipes-in-kazakhstan/report.