

Colour Cosmetics in Kazakhstan

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Abstracts

With COVID-19 related restrictions lifted, the colour cosmetics category witnessed renewed saturation in Kazakhstan in 2023. Product ranges are returning to pre-pandemic levels, reflecting a strong consumer desire after a period of limited choice. This resurgence is accompanied by growth in both value and volume terms. Rising purchasing power among the population is a key driver, fuelled by an influx of emigrants from Russia that has expanded the consumer base. However, price hikes are a notable...

Euromonitor International's Colour Cosmetics in Kazakhstan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

Get a detailed picture of the Colour Cosmetics 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.

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