

Direct Selling in Kazakhstan

<https://marketpublishers.com/r/DAF2CB93D5BEN.html>

Date: March 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: DAF2CB93D5BEN

Abstracts

Direct selling registered constant value growth in 2022, in spite of high inflation, which was mainly caused by the war in Ukraine. With concerns surrounding COVID-19 putting a spotlight on the concept of preventive health, many Kazakhstanis have recently started taking vitamins and dietary supplements to improve their general wellbeing and overall health. This has benefitted direct selling leaders Amway and Oriflame, both of which focus on vitamins, dietary supplements and weight management and Euromonitor International's Direct Selling in Kazakhstan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

Get a detailed picture of the Direct Selling 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.

Contents

DIRECT SELLING IN KAZAKHSTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling registers continued growth in 2022

Amway goes from strength to strength

Large international companies dominate the channel

PROSPECTS AND OPPORTUNITIES

Amway continues to lead

Social media and influencers will drive consumer awareness and purchases

No signs of direct selling expanding beyond beauty and consumer health over the forecast period

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022

Table 2 Direct Selling by Product: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Product: Value 2022-2027

Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL IN KAZAKHSTAN

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Retail GBO Company Shares: % Value 2018-2022

Table 14 Retail GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Direct Selling in Kazakhstan

Product link: <https://marketpublishers.com/r/DAF2CB93D5BEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DAF2CB93D5BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970