

Laundry Care in Kazakhstan

<https://marketpublishers.com/r/L5D138C9B6DEN.html>

Date: February 2020

Pages: 5

Price: US\$ 990.00 (Single User License)

ID: L5D138C9B6DEN

Abstracts

Laundry care in Kazakhstan is already a saturated category, thus growth is proving to be slower than expected. However, the largest sub-categories remain stable with their leading value shares, for example as can be seen with laundry detergents (especially automatic detergents). The strongest growth is seen in detergent tablets in 2019 (especially with liquid detergent tablets). This can be attributed to the high penetration rate of automatic washing machines in Kazakhstan, which is particularly...

Euromonitor International's Laundry Care in Kazakhstan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Home Care.

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

Why buy this report?

Get a detailed picture of the Laundry Care 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

HEADLINES

PROSPECTS

Washing machine sales boost automatic detergents, while price-sensitive consumers keep standard powder detergents in steady growth

Fashion conscious consumers call for fine fabric laundry care

Fresh scents and eco-friendly options drive innovation in liquid fabric softeners

COMPETITIVE LANDSCAPE

Global brands retain lead, thanks to being perceived as higher quality by premium-seeking consumers

Russian players do not see as much success in laundry care, despite strong trade relations

Ushasty Nyan brand for children also appeals to eco-aware consumers seeking the most pure products

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2014-2019

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2014-2019

Table 3 Sales of Laundry Care by Category: % Value Growth 2014-2019

Table 4 Sales of Laundry Aids by Category: Value 2014-2019

Table 5 Sales of Laundry Aids by Category: % Value Growth 2014-2019

Table 6 Sales of Laundry Detergents by Category: Value 2014-2019

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2014-2019

Table 8 NBO Company Shares of Laundry Care: % Value 2015-2019

Table 9 LBN Brand Shares of Laundry Care: % Value 2016-2019

Table 10 NBO Company Shares of Laundry Aids: % Value 2015-2019

Table 11 LBN Brand Shares of Laundry Aids: % Value 2016-2019

Table 12 NBO Company Shares of Laundry Detergents: % Value 2015-2019

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2016-2019

Table 14 Forecast Sales of Laundry Care by Category: Value 2019-2024

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2019-2024

EXECUTIVE SUMMARY

Socio-economic growth, urbanisation, and increasingly-sophisticated lifestyles drive growth across home care products

Eco-friendly, multi-purpose, and status-orientated products lead the trends

Global players continue to lead, thanks to brand-recognition advantages and image of status

Ongoing development in modern retail channels set to boost further growth

Trends as seen expected to continue over the forecast period, with further scope for innovation, and potential for domestic players

MARKET INDICATORS

Table 16 Households 2014-2019

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2014-2019

Table 18 Sales of Home Care by Category: % Value Growth 2014-2019

Table 19 NBO Company Shares of Home Care: % Value 2015-2019

Table 20 LBN Brand Shares of Home Care: % Value 2016-2019

Table 21 Distribution of Home Care by Format: % Value 2014-2019

Table 22 Distribution of Home Care by Format and Category: % Value 2019

Table 23 Forecast Sales of Home Care by Category: Value 2019-2024

Table 24 Forecast Sales of Home Care by Category: % Value Growth 2019-2024

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Laundry Care in Kazakhstan

Product link: <https://marketpublishers.com/r/L5D138C9B6DEN.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/L5D138C9B6DEN.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