

# Apparel Retail in Kazakhstan

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## Abstracts

Apparel Retail in Kazakhstan

### SUMMARY

Apparel Retail in Kazakhstan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing.

The Kazakh apparel retail industry had total revenues of \$1.9bn in 2018, representing a compound annual growth rate (CAGR) of 10.8% between 2014 and 2018.

The womenswear segment was the industry's most lucrative in 2018, with total revenues of \$1bn, equivalent to 53.3% of the industry's overall value.

While the country's living standards are generally rising, the economy's wealth is concentrated in the Almaty and Astana regions. This hampers opportunities for strong growth outside these urban areas.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Kazakhstan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Kazakhstan

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Kazakhstan apparel retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Kazakhstan apparel retail market by value in 2018?

What will be the size of the Kazakhstan apparel retail market in 2023?

What factors are affecting the strength of competition in the Kazakhstan apparel retail market?

How has the market performed over the last five years?

What are the main segments that make up Kazakhstan's apparel retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. What are the strengths of leading players?

## **8 COMPANY PROFILES**

- 8.1. Alibaba Group Holding Limited
- 8.2. Inditex SA
- 8.3. Fawaz Al Hokair Group
- 8.4. LC Waikiki Magazacilik Hizmetleri Ticaret AS

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Kazakhstan apparel retail industry value: \$ million, 2014-18
- Table 2: Kazakhstan apparel retail industry category segmentation: \$ million, 2018
- Table 3: Kazakhstan apparel retail industry geography segmentation: \$ million, 2018
- Table 4: Kazakhstan apparel retail industry distribution: % share, by value, 2018
- Table 5: Kazakhstan apparel retail industry value forecast: \$ million, 2018-23
- Table 6: Alibaba Group Holding Limited: key facts
- Table 7: Alibaba Group Holding Limited: Annual Financial Ratios
- Table 8: Alibaba Group Holding Limited: Key Employees
- Table 9: Inditex SA: key facts
- Table 10: Inditex SA: Annual Financial Ratios
- Table 11: Inditex SA: Key Employees
- Table 12: Inditex SA: Key Employees Continued
- Table 13: Fawaz Al Hokair Group: key facts
- Table 14: Fawaz Al Hokair Group: Annual Financial Ratios
- Table 15: Fawaz Al Hokair Group: Key Employees
- Table 16: LC Waikiki Magazacilik Hizmetleri Ticaret AS: key facts
- Table 17: LC Waikiki Magazacilik Hizmetleri Ticaret AS: Key Employees
- Table 18: Kazakhstan size of population (million), 2014-18
- Table 19: Kazakhstan gdp (constant 2005 prices, \$ billion), 2014-18
- Table 20: Kazakhstan gdp (current prices, \$ billion), 2014-18
- Table 21: Kazakhstan inflation, 2014-18
- Table 22: Kazakhstan consumer price index (absolute), 2014-18
- Table 23: Kazakhstan exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Kazakhstan apparel retail industry value: \$ million, 2014-18

Figure 2: Kazakhstan apparel retail industry category segmentation: % share, by value, 2018

Figure 3: Kazakhstan apparel retail industry geography segmentation: % share, by value, 2018

Figure 4: Kazakhstan apparel retail industry distribution: % share, by value, 2018

Figure 5: Kazakhstan apparel retail industry value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the apparel retail industry in Kazakhstan, 2018

Figure 7: Drivers of buyer power in the apparel retail industry in Kazakhstan, 2018

Figure 8: Drivers of supplier power in the apparel retail industry in Kazakhstan, 2018

Figure 9: Factors influencing the likelihood of new entrants in the apparel retail industry in Kazakhstan, 2018

Figure 10: Factors influencing the threat of substitutes in the apparel retail industry in Kazakhstan, 2018

Figure 11: Drivers of degree of rivalry in the apparel retail industry in Kazakhstan, 2018

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