

Male Grooming Products Market in Kazakhstan 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in Kazakhstan is poised to grow at a CAGR of around 9.1% over the analysis period of 2021 to 2027. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for male grooming products. The Kazakhstan male grooming products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the male grooming products market in Kazakhstan has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the male grooming products market in Kazakhstan. By product, the male grooming products market in Kazakhstan has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment held the largest revenue share in 2020. Based on distribution channel, the male grooming products market in Kazakhstan is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment held the largest share of the Kazakhstan male grooming products market in 2020 and is anticipated to hold its share during the forecast period.

Some of the leading companies operating in the market are The Procter & Gamble Company, Beiersdorf AG, Societe Bic S.A., Natura & Co, Oriflame Cosmetics S.A.,

Edgewell Personal Care Brands LLC.

Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kazakhstan male grooming products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. MALE GROOMING PRODUCTS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY PRODUCT

Shaving products
Razors & blades
Toiletries
Fragrances

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

The Procter & Gamble Company
Beiersdorf AG
Societe Bic S.A.
Natura & Co
Oriflame Cosmetics S.A.
Edgewell Personal Care Brands, LLC
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