



Euromonitor  
International

# Wipes in Kazakhstan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience factor continues to broaden appeal of wipes among Kazakhstanis  
Leading brands lose ground to cheaper imports and private label lines  
Supermarkets and health and beauty specialists still the top distribution channels

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Overall demand for wipes expected to continue rising steadily  
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Tissue and Hygiene in Kazakhstan - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wipes-in-kazakhstan/report](http://www.euromonitor.com/wipes-in-kazakhstan/report).