



# Bleach in Kazakhstan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stable growth seen for bleach in 2024, though innovation remains limited
- Rising interest in private label products
- Hypoallergenic and concentrated formulas attract greater consumer interest

PROSPECTS AND OPPORTUNITIES

- Scented bleach variants set to see increased demand
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- Development of e-commerce will support demand for bleach during forecast period, while private label will rise further

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Home Care in Kazakhstan - Industry Overview

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DISCLAIMER

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