



Euromonitor  
International

# Dishwashing in Kazakhstan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Low-cost products gain greater ground in 2024
- Local brands expand across hand dishwashing, while Fairy continues to lead
- Automatic dishwashing enjoys active development

PROSPECTS AND OPPORTUNITIES

- E-commerce expansion to drive further growth for dishwashing
- Health and eco-friendly trends will gather pace during the forecast period, as consumers shift towards smaller formats in automatic dishwashing
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Home Care in Kazakhstan - Industry Overview

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