



# Laundry Care in Kazakhstan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Moderate growth seen in laundry care in 2024
- Persil brand increases its market share
- Fabric softeners recovers from previous decline

PROSPECTS AND OPPORTUNITIES

- Greater consumption of lower-cost brands expected in forecast period
- E-commerce channel set to expand more rapidly, benefiting laundry care in particular
- Share of private label products may increase

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