

# Men's Grooming in Kazakhstan

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## Men's Grooming in Kazakhstan - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Diversification of product offerings and premium fragrances drive growth Multinational players dominate sales E-commerce platforms see surge in number of purchases

## PROSPECTS AND OPPORTUNITIES

Influencers will help widen audience for men's grooming products Beard care will go mainstream Anti-ageing and multifunctional products will define men's skin care

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## SOURCES

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