



Euromonitor  
International

# Sun Care in Kazakhstan

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising awareness of dangers of solar UV radiation fuels demand  
Beiersdorf leads while Face Shop harnesses growing local interest in Korean beauty trends  
Retail landscape continues to evolve

PROSPECTS AND OPPORTUNITIES

Self-tanning is expected to gain traction as consumers increasingly view it as safer alternative to sun exposure  
Expanding user base will drive growth  
Movement towards “cleaner” formulations and multifunctional benefits

CATEGORY DATA

- Table 1 - Sales of Sun Care by Category: Value 2019-2024
- Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 7 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care ?

MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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