



Euromonitor  
International

# Baby and Child-Specific Products in Kazakhstan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales rise alongside positive demographic trends
- Consumer trust and commitment to scientific innovation are key to Johnson & Johnson's success
- Grocery retailers remain dominant, while convenience stores and e-commerce rapidly gain ground

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- Specialised solutions will drive market growth
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Beauty and Personal Care in Kazakhstan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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