



Wipes in Kazakhstan

March 2025

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Wipes in Kazakhstan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience factor continues to broaden appeal of wipes among Kazakhstanis
Leading brands lose ground to cheaper imports and private label lines
Supermarkets and health and beauty specialists still the top distribution channels

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Overall demand for wipes expected to continue rising steadily
Sustainability credentials likely to become a more important point of competition
Interest in intimate wipes and facial cleansing wipes set to remain low

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DISCLAIMER

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