



Dishwashing in Kazakhstan

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Consumers Prioritise Health and Cost-Effectiveness in Cleaning Products

Chart 2 - Analyst Insight for Dishwashing

Chart 3 - Fairy Launches Mild Gel to Meet Demand for Safe Dishwashing

Hand Dishwashing Maintains Largest Share Despite Automatic Dishwashing Growth

Fairy and Frosch Lead Innovation in Eco-Friendly and Multifunctional Products

Chart 4 - Frosch Expands Eco Dishwashing Tabs Range in Kazakhstan

Chart 5 - Value Sales of Dishwashing 2020-2030

Chart 6 - Volume Sales of Dishwashing 2020-2030

Chart 7 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Eco-Conscious Choices to Drive - Future to Drive Sustainable Packaging and Formulations

Automatic Dishwashing to See Growth, While Hand Dishwashing Still Dominates Market to See Growth, Will Hand Dishwashing Still Dominates Market

Chart 8 - Fairy Platinum Expands with All-In-One Capsules for Efficient Cleaning Solutions

Health and Wellness Trends to Influence to Influence product Innovation

Chart 9 - Forecast Value Sales of Dishwashing 2020-2030

Chart 10 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Drive Growth through Innovation and Sustainability

Chart 11 - Company Shares of Dishwashing 2025

Chart 12 - Brand Shares of Dishwashing 2025

CHANNELS

Small Local Grocers Lead Sales through Proximity and Habit

Retail E-Commerce Gains Share with Convenience and Variety

Chart 13 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Dishwashing

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Dishwashing

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Laundry Care Drives Home Care Sales with Multifunctionality

Chart 22 - Fairy Platinum Launches All-In-One Dishwasher Capsules

Health and Wellness Trend Reshapes Product Development

Sustainability Becomes Core to Home Care Innovation

Chart 23 - Mr. Proper Launches Eco-Friendly, Pet-Safe Floor Cleaner

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Laundry Care to Remain Dominant with Multifunctional Offerings

Sustainability and Wellness Trends to Shape Product Development

E-Commerce Expansion to Facilitate Market Growth and Competition

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Maintains Lead Amid Intense Competition

Chart 29 - Analyst Insight for Home Care

Chart 30 - Ariel's Hypoallergenic Powder Reflects Global Wellness In Home Care

Emerging Players and Mergers Reshape Market Dynamics

Chart 31 - Company Shares of Home Care 2025

Chart 32 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Lead Home Care Sales

E-Commerce Gains Traction with Competitive Prices

Chart 33 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/dishwashing-in-kazakhstan/report.