



Euromonitor
International

Sun Care in Kazakhstan

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Steady Growth in Volume and Value Driven by Rising Consumer Expenditure

Adult Sun Care Leads with Broad Consumer Appeal and Natural Ingredient Innovation

Chart 1 - Amway SPF50

Asian Beauty and Lifestyle Focus Boosts Sun Care Sales in 2025

Chart 2 - Corimo SPF 50+

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Clean Wellness Demands and Economic Growth to Boost Expansion

Brands to Capitalise on Multifunctionality and Outdoor Lifestyle to Meet Evolving Consumer Needs

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Reshape Landscape Shares Amid Rising Korean Competition

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Non-Grocery Retailers Lead with Specialised Offerings and Consumer Trust

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Sun Care

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Sun Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Kazakhstan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Asian Beauty Growth Drives Expanding Beauty Sales

Chart 19 - Beauty of Joseon Glow Propolis Serum

Longevity Trend Reshapes Consumer Choices with Multifunctional Products

Chart 20 - BIODERMA Pigmentbio Daily Care SPF50+

Brands Focus on Sustainability through Refillable Premium Solutions

Chart 21 - Dior Cream Refill

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Adopt Health-Focused and Premium Self-Care Routines, Boosting Growth

Fragrances to Remain Growth Leader through Cultural Significance and Premiumisation

Innovation in Multifunctional and Sustainable Products to Reshape Industry Dynamics

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Hold as Smaller Players Add to Fragmented Mix

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead with Integrated Offline and Online Approach

Retail E-Commerce Accelerates Growth Driven by Convenience and Exclusive Offerings

Emerging Retail Concepts Combine Experiential and Digital Strengths to Capture Consumers

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/sun-care-in-kazakhstan/report.