

Polishes in Kazakhstan

February 2025

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Polishes in Kazakhstan - Category analysis

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2024 DEVELOPMENTS

Polishes continues to fall in 2024

Rising demand for private label products, though international players continue to rule

Multifunctionality and ease of use prove key concerns for local consumers

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Eco-friendly trend set to accelerate

Polishes with water-repellent properties in demand, and furniture fashion dictates demand

E-commerce expansion and innovative solutions for sports shoes offer growth potential

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DISCLAIMER

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