



Euromonitor  
International

# Surface Care in Kazakhstan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume growth for surface care in 2024  
Unilever maintains leadership as local dining habits support category sales  
Spray formats attract consumers, while P&G focuses on pet owners

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Development of e-commerce will contribute to greater growth for surface care while Russian brands gain ground  
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Home Care in Kazakhstan - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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