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Polishes in Kenya

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth in shoe polish accounted for by an increasing shift towards modern footwear
Chandaria Industries looking to build demand for its Velvex brand
Local shoeshine stations limit demand for shoe polish

PROSPECTS AND OPPORTUNITIES

Niche opportunities could be found in premium furniture polish but shoe polish likely to remain the key growth driver
Furniture polish market continues to face pressure due to home DIY trends
Growth opportunities for floor polish as consumers focus on home aesthetics

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Home Care in Kenya - Industry Overview

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DISCLAIMER

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