



Euromonitor  
International

# Surface Care in Kenya

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing awareness of the benefits of multi-purpose cleaners boosting demand  
Kitchen cleaners seeing dynamic growth due to urbanisation and an increased focus on home hygiene  
Window/glass cleaners benefiting from an increased focus on home maintenance

PROSPECTS AND OPPORTUNITIES

Expansion of home cleaning services could provide new growth opportunities  
Busy lifestyles creating a demand for e-commerce as consumers look for convenience  
Demand for eco-friendly multi-purpose cleaners set to grow

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Home Care in Kenya - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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