

Polishes in Kazakhstan

February 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand remains stable, despite stock shortages and general dynamics
SC Johnson & Son's Salamander brand remains the most popular
Multi-purpose products compete with specialist polishes due to price and ease of use

PROSPECTS AND OPPORTUNITIES

The activities of international companies will gradually recover
Evolving fashions and sporty styles are driving developments in new shoe polish options
Other polishes will remain niche and face ongoing competition from multi-use products

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Home Care in Kazakhstan - Industry Overview

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DISCLAIMER

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