

# Polishes in Kenya

March 2024

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#### Polishes in Kenya - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shoe polish continues to dominate polishes in Kenya Chandaria Industries launches new Velvex stainless steel polish in Kenya Home consumption of shoe polish faces competition from local shoeshine stations

#### PROSPECTS AND OPPORTUNITIES

Modernisation trends to continue to reduce the demand for standard floor and furniture polishes Modernisation offers opportunities for new and innovative launches Population growth to continue to drive the demand for shoe polish

#### CATEGORY DATA

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