

# Laundry Care in Kazakhstan

February 2024

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## Laundry Care in Kazakhstan - Category analysis

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## 2023 DEVELOPMENTS

2023 sees continued decline for laundry care Demand for liquid tablet detergents is falling sharply. Fabric softeners suffers waning interest

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Laundry aids to see recovery to positive volume sales Carpet cleaners and fabric softeners to bounce back Amway offers growth opportunity for liquid tablet detergents

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