

# 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
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