



# Surface Care in Kenya

March 2024

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## Surface Care in Kenya - Category analysis

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#### 2023 DEVELOPMENTS

Chandaria Industries launches new Velvex oven cleaner in the market

Multi-purpose cleaners leverages affordability and versatility to register fast retail volume and current value growth

Ebbing of the COVID-19 threat slows home care disinfectants

#### PROSPECTS AND OPPORTUNITIES

Rising demand for specialised surface cleaners amid urbanisation

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