

# Oasis Group Distribution TOO in Home Care (Kazakhstan)

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## Abstracts

OASIS GROUP Distribution TOO is a company with a product portfolio covering rather mature categories in home care (polishes, carpet cleaners and surface care). To manage such a diversified portfolio the company will need to focus on its most prominent brands, with advertising and marketing activities to increase brand awareness among consumers in Kazakhstan, especially given the premium positioning of the brands. During the review period OASIS GROUP worked on the development of its distribution...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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