

Polishes in Norway

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Multifunctional home care trend presents challenges for polish manufacturers

Increasing popularity of cheap, low-maintenance furniture, flooring and cutlery hinders growth in polishes

Shoe polish suffers from casual dress trends and more relaxed working conditions

PROSPECTS AND OPPORTUNITIES

Product substitution will impact demand for polishes in the years ahead

Shift towards more sustainable lifestyles could present growth opportunities for furniture and metal polish

Jensen & Co AS set to retain its category lead, but the popularity of discounters bodes well for private label

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DISCLAIMER

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