



Polishes in Pakistan

February 2024

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Polishes in Pakistan - Category analysis

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2023 DEVELOPMENTS

Demand continues to be driven by the growing middle-class consumer base

Guerlain Cherry Blossom and Kiwi compete fiercely in shoe polish

The digital landscape draws consumers

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Opportunities for local players as international rivals focus on innovation

Urbanisation and home ownership set to boost the performance of floor and metal polishes

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DISCLAIMER

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