

Polishes in Singapore

February 2024

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Polishes in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shoe polish sales rise, supported by demand from military and greater mobility SC Johnson & Son retains dominance, supported by strength across polishes Smaller brands can potentially offer competition to Kiwi

PROSPECTS AND OPPORTUNITIES

Range of factors to influence shoe polish's future flat performance Limited time and contemporary interiors trends to subdue demand for furniture polish

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Home Care in Singapore - Industry Overview

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