

# **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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