

Polishes in Canada

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices and competition from multi-cleaners challenge retail volume growth
The growing second-hand marketplace supports sales of shoe polish
Multinational players lead polishes, benefiting from wide availability and recognition

PROSPECTS AND OPPORTUNITIES

Ongoing retail value and volume decline as consumers view polish as non-essential
Casual fashion trends lead to an ongoing decline in shoe polishes
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DISCLAIMER

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