



Polishes in Egypt

February 2024

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Polishes in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation negatively impacts overall demand for polishes, with shoe polish the exception

Local brand retains leadership of shoe polish

Furniture care trend ensures furniture polish is second most popular in category

PROSPECTS AND OPPORTUNITIES

Overall demand for polishes set to marginally improve

Popularity of tiled floors and shift to economical alternatives to dampen demand for floor polish

E-commerce is expected to make limited contribution as distribution channel

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DISCLAIMER

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