

Polishes in Argentina

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Back to normal fuels already declining trend
Despite the ongoing back to the office trend, demand for shoe polish declines
Lack of interest in the category creates a low competition market

PROSPECTS AND OPPORTUNITIES

Polishes offers little potential for development
Although negative, furniture polish will perform slightly better than the average
Shoe polish brands will need to innovate

CATEGORY DATA

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Home Care in Argentina - Industry Overview

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MARKET DATA

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DISCLAIMER

SOURCES

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