



Polishes in Ecuador

February 2024

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Polishes in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to school and work supports strong growth of shoe polish

Lack of advertising limits awareness and growth

Limited innovation further impacts demand

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Shoe polish manufacturers need to focus on consumers' changing lifestyles

Consumers increasingly demanding convenience

Less time at home and lower purchasing power will dampen sales of polishes

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DISCLAIMER

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