



Polishes in Hong Kong, China

March 2024

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Polishes in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite a further decline for shoe polish, demand from certain consumer groups remains relevant
Sales of furniture polish and floor polish continue to decline

PROSPECTS AND OPPORTUNITIES

Demand for polishes set to continue to fall as local consumers avoid polishing
Shoe polish will remain the largest category
International player SC Johnson will continue to account for the majority of sales

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DISCLAIMER

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