

# Polishes in Indonesia

February 2024

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## Polishes in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Polishes sees a rather sluggish and static performance, due to strong consolidation in the subcategories

Low levels of marketing or innovation contribute to flat sales

SC Johnson & Son has an unbeatable stronghold over polishes overall

#### PROSPECTS AND OPPORTUNITIES

Steady sales expected for shoe polish, however, with challenges also coming from evolving fashion trends

Sales in furniture polish and metal polish will be largely driven by urbanisation

The global giants will maintain their dominance, deterring new entrants to the category

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