

Polishes in Poland

February 2024

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Polishes in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Furniture polish drives growth as shoe polish suffers from changing styles
Consumers seek sustainable options made from eco-friendly ingredients and packaging
SC Johnson retains its lead in polishes while private label gains ground

PROSPECTS AND OPPORTUNITIES

Positive retail volume growth driven by innovations and price stabilisation
Hybrid working and casual dress codes place a downward pressure on shoe polish
E-commerce set for further gains, offering a wider array of options and lower prices

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DISCLAIMER

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