

Polishes in Greece

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales slump in relatively uninteresting category

Modern living styles and trends rarely require specialist polishes

Shoe polish remains the most relevant, but still struggles to reach positive growth sales

PROSPECTS AND OPPORTUNITIES

Modern design and housing trends will lead to further losses for floor, metal, and furniture polishes

Ongoing shift to casual shoes will continue to suppress demand for shoe polish

Camel will retain its leadership thanks to overall strengths

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DISCLAIMER

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