

# Polishes in Hong Kong, China

March 2024

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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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Home Care in Hong Kong, China - Industry Overview

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DISCLAIMER

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