

Polishes in the United Kingdom

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Demand for polishes continues on declining trajectory
- SC Johnson's Kiwi brand disappears from UK shelves in 2023
- Furniture polish sales continue to be hit by declining sales of furniture

PROSPECTS AND OPPORTUNITIES

- Lack of innovation and trends in furniture and casual wear to impact category negatively over the forecast period
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Home Care in the United Kingdom - Industry Overview

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DISCLAIMER

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