

# Polishes in Malaysia

February 2024

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Minimalist trend to undermine demand for furniture polish Established brands clear winners across categories

Offline the clear leader, but e-commerce continues to rise

## PROSPECTS AND OPPORTUNITIES

Shift in consumer spending behaviour bad news for non-essential polishes Lack of innovation and new product development set to hamper growth Hybrid working and less formal work attire set to limit growth in shoe polish

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