

# Polishes in the US

February 2024

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## Polishes in the US - Category analysis

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#### 2023 DEVELOPMENTS

Consumers purchasing lower-quality furniture diminishes need for furniture polish

Hybrid working and casual wear contribute to decline in demand for shoe polish

Floor polish impacted by fall in renovation projects and weak housing market

#### PROSPECTS AND OPPORTUNITIES

Consumers to invest less in maintaining home and household items, driving further declines for polishes over forecast period

Renewed interest in hardwood flooring may be positive driver for floor polish

Shift to multi-purpose cleaners for all household needs may further impact demand for polishes

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