

Polishes in Peru

February 2024

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Polishes in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Polishes continues to recover albeit not reaching pre-pandemic sales levels
Competitive landscape remains fairly consolidated due to Intradevco Industrial's broad product portfolio
Distribution landscape comes under the microscope as consumers go in search of the best deals

PROSPECTS AND OPPORTUNITIES

Flooring trends likely to influence demand over the forecast period
Casual fashion trends a serious threat to sales of shoe polish
Private label could expand as consumers become more price sensitive

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DISCLAIMER

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