

Polishes in Mexico

February 2024

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Polishes in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shoe polish maintains solid growth due to normalisation of consumers' lives

Increasing segmentation, with the offer of specialised products

E-commerce marketplaces sell new brands and increase price competition

PROSPECTS AND OPPORTUNITIES

Minimal volume growth expected in a mature category

Private label lines will have an increasingly important position on shelves

Eco-friendly brands set to attract customers

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DISCLAIMER

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