

# Polishes in France

February 2024

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## Polishes in France - Category analysis

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Sales continue to spiral downwards as polishes lose their relevance in 2023

Shoe polish losing its shine despite the rise of sports footwear

Distribution landscape varies between the different products

#### PROSPECTS AND OPPORTUNITIES

Sales expected to continue falling as interest wanes

Branded and multifunctional products expected to outperform private label basics

Retailers expected to further reduce the shelf space provided for polishes

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