

Polishes in Austria

February 2024

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Polishes in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline in 2023, but value sales receive a boost thanks to inflation
Polishes are generally regarded as old-fashioned and unnecessary by many Austrians
Highly consolidated competitive landscape leaves little scope for new players to emerge

PROSPECTS AND OPPORTUNITIES

Polishes set to see ongoing volume decline over the forecast period
Multi-functional cleaners will reduce the need for separate polish products
Competitive landscape set to remain the same, as polishes offers limited growth opportunities

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Home Care in Austria - Industry Overview

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DISCLAIMER

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