

Polishes in Saudi Arabia

February 2024

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Polishes in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Improving demand for shoe polish, driven by mobility and expanding workforce

Increasing competition from more convenient and sophisticated floor cleaners

Price promotions remain relevant to drive up volumes

PROSPECTS AND OPPORTUNITIES

Full recovery for shoe polish, despite increasingly casual dress codes

Lack of innovation will challenge potential for stronger value growth

Floor polish will be one of the weaker performers due to ongoing competition

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DISCLAIMER

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