

# Polishes in Argentina

February 2024

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## Polishes in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Back to normal fuels already declining trend  
Despite the ongoing back to the office trend, demand for shoe polish declines  
Lack of interest in the category creates a low competition market

#### PROSPECTS AND OPPORTUNITIES

Polishes offers little potential for development  
Although negative, furniture polish will perform slightly better than the average  
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