

Polishes in the Philippines

February 2024

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Polishes in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shoe polish witnesses dynamic volume growth as formal events see a resurgence

Challenges introducing innovation to floor polish

SC Johnson & Son Inc remains dominant due to wide brand and product range

PROSPECTS AND OPPORTUNITIES

Furniture polish set to see exceptional growth as disposable incomes rise

Growth of metal polish to be constrained by the limited consumer base

Online sales of footwear also likely to contribute to growth for shoe polish

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DISCLAIMER

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