

Polishes in Italy

February 2024

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Polishes in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Polishes suffers from perception of unnecessary products

SC Johnson takes the lead, while Henkel announces new consumer brands division

Shoe polish fares better than the rest, supported by fuller social lives and checkout positioning

PROSPECTS AND OPPORTUNITIES

Negative outlook forecast though there may be potential in combining some features and products

Shoe polish set to see worsening performance

Cross-selling may offer opportunity for growth

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MARKET DATA

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DISCLAIMER

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