

# Polishes in Spain

February 2024

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## Polishes in Spain - Category analysis

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#### 2023 DEVELOPMENTS

Changing consumer habits and financial constraints lead to loss of interest in polishes

Floor polish and shoe polish suffer further losses

Competitive landscape sees few changes

#### PROSPECTS AND OPPORTUNITIES

Busier lifestyles will leave less time for polishing

Private label will continue to gain share

Distribution landscape will remain stable, with supermarkets continuing as primary channel

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