

Polishes in Norway

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Multifunctional home care trend presents challenges for polish manufacturers
Increasing popularity of cheap, low-maintenance furniture, flooring and cutlery hinders growth in polishes
Shoe polish suffers from casual dress trends and more relaxed working conditions

PROSPECTS AND OPPORTUNITIES

Product substitution will impact demand for polishes in the years ahead
Shift towards more sustainable lifestyles could present growth opportunities for furniture and metal polish
Jensen & Co AS set to retain its category lead, but the popularity of discounters bodes well for private label

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Home Care in Norway - Industry Overview

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DISCLAIMER

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