

Polishes in Latvia

February 2024

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Polishes in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shoe polish consumption continues to fall as casual trends emerge

Furniture polish grows as consumers appreciate the multifunctional nature of the product

SC Johnson & Son Inc. leads polishes with its popular brand Kiwi

PROSPECTS AND OPPORTUNITIES

Pet owners drive ongoing sales of furniture polish across the forecast period Floor and furniture polish face rising competition from detergent-based solutions Multifunctional floor cleaners to replace traditional floor polishes

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DISCLAIMER

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