

Polishes in the US

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers purchasing lower-quality furniture diminishes need for furniture polish
Hybrid working and casual wear contribute to decline in demand for shoe polish
Floor polish impacted by fall in renovation projects and weak housing market

PROSPECTS AND OPPORTUNITIES

Consumers to invest less in maintaining home and household items, driving further declines for polishes over forecast period
Renewed interest in hardwood flooring may be positive driver for floor polish
Shift to multi-purpose cleaners for all household needs may further impact demand for polishes

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Home Care in the US - Industry Overview

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DISCLAIMER

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