

# Polishes in India

March 2024

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# Polishes in India - Category analysis

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Increased socialising and return to work policies support growth for polishes Vim enters metal polish through a new product launch

## PROSPECTS AND OPPORTUNITIES

Growth for polishes expected to be limited due to lifestyle changes Well-established brands to remain dominant in the forecast period

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# Home Care in India - Industry Overview

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