Polishes in Denmark

January 2023

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Polishes in Denmark - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures boost value sales of polishes
Shoe polish benefits as Danes begin resuming their normal routines
Pre-pandemic trends continue to weaken demand for floor, metal and furniture polish

PROSPECTS AND OPPORTUNITIES

Shoe polish expected to remain the most dynamic category
Demand for floor, metal and furniture polish set to continue falling
Conscious consumerism trend bodes well for polishes in general

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DISCLAIMER

SOURCES

Summary 1 - Research Sources
Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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