

Polishes in Saudi Arabia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Improving demand for shoe polish, driven by mobility and expanding workforce
Increasing competition from more convenient and sophisticated floor cleaners
Price promotions remain relevant to drive up volumes

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Full recovery for shoe polish, despite increasingly casual dress codes
Lack of innovation will challenge potential for stronger value growth
Floor polish will be one of the weaker performers due to ongoing competition

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DISCLAIMER

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