

Polishes in Romania

February 2024

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Polishes in Romania - Category analysis

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2023 DEVELOPMENTS

Shrinking sales amid substitution and economic difficulties

Continuous decline for shoe polish as consumer footwear preferences change

Changing furniture demands impact polishes negatively

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The online channel offers a bright spot amid a gloomy outlook for polishes

Floor polish to benefit from home renovations as the economy recovers

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DISCLAIMER

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