

# Polishes in Poland

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Furniture polish drives growth as shoe polish suffers from changing styles  
Consumers seek sustainable options made from eco-friendly ingredients and packaging  
SC Johnson retains its lead in polishes while private label gains ground

PROSPECTS AND OPPORTUNITIES

Positive retail volume growth driven by innovations and price stabilisation  
Hybrid working and casual dress codes place a downward pressure on shoe polish  
E-commerce set for further gains, offering a wider array of options and lower prices

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Home Care in Poland - Industry Overview

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DISCLAIMER

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