

Polishes in Serbia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining disposable incomes challenge sales, as consumers focus on essentials
Sales of shoe polish rise as some consumers return to work, wearing polished shoes
Leading players maintain their top positions with the widest distribution and assortments

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Consumers continue economising, putting pressure on demand for polishes
Price stabilisation leads to positive retail volume growth for polishes
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DISCLAIMER

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