

Polishes in France

January 2023

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Polishes in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Polishes continues its ongoing decline as sales revert back to normal patterns

Shoe polishes sees positive growth in 2022 as people try to save money

Distribution channels on the decline further contributes to slumping sales

PROSPECTS AND OPPORTUNITIES

Polishes expected to remain sluggish over the forecast period

Branded and multifunctional products expected to outperform private label basics

Limited distribution channels will also contribute to the decline of this category

CATEGORY DATA

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Table 3 - NBO Company Shares of Polishes: % Value 2018-2022

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Home Care in France - Industry Overview

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2022 key trends

Competitive landscape

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MARKET DATA

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DISCLAIMER

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