

# Polishes in Vietnam

February 2023

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## Polishes in Vietnam - Category analysis

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#### 2022 DEVELOPMENTS

Shoe polish sees growth as consumers return to outdoor activities  
Multifunctional polishes are becoming increasingly popular  
Dominance of SC Johnson, but lack of brand variety in supermarkets

#### PROSPECTS AND OPPORTUNITIES

Solid growth expected for polishes over the forecast period  
Growth expected for both multipurpose and task-specific polishes  
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