



Polishes in Turkey

February 2024

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Polishes in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline due to shifting preferences in furniture, flooring, and homeware

Unit prices record a significant increase, bolstering retail value growth

Cigir Kimya leads sales in 2023 due to its strong position in shoe polish

PROSPECTS AND OPPORTUNITIES

Polishes continue to record a volume decline aligned with changing preferences

Shoe polishes registers the lowest volume decline across the landscape

The competitive environment will be stagnant, limiting growth potential

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DISCLAIMER

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