



Polishes in Taiwan

February 2024

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Polishes in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail value declines despite price rises, as consumers have a limited need for polish
Demand for furniture polish falls as consumers move away from traditional wood furniture
Shoe polish declines as consumers preference lightweight shoes

PROSPECTS AND OPPORTUNITIES

Consumers consider polish old-fashioned, leading to an ongoing decline
The strong position of SC Johnson & Son challenges the entry of new players
Lack of product launches and innovations leads to an ongoing decline

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DISCLAIMER

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