



# Polishes in Romania

February 2024

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## Polishes in Romania - Category analysis

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#### 2023 DEVELOPMENTS

Shrinking sales amid substitution and economic difficulties  
Continuous decline for shoe polish as consumer footwear preferences change  
Changing furniture demands impact polishes negatively

#### PROSPECTS AND OPPORTUNITIES

The online channel offers a bright spot amid a gloomy outlook for polishes  
Floor polish to benefit from home renovations as the economy recovers  
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