



Polishes in Bulgaria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Polish sales suffer as consumers cut down on non-essentials during rising inflation
Metal polish faces an ongoing decline as consumers choose multi-purpose cleaners
Furniture and shoe polishes benefit from a lack of substitute products

PROSPECTS AND OPPORTUNITIES

Sales of floor and metal polishes remain challenged by substitute cleaners
As disposable incomes rise, sales of furniture and shoe polish increase
Pronto retains its lead, however, affordable options will increase their share

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DISCLAIMER

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