Euromonitor International

Polishes in Spain

February 2024

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Polishes in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer habits and financial constraints lead to loss of interest in polishes
Floor polish and shoe polish suffer further losses
Competitive landscape sees few changes

PROSPECTS AND OPPORTUNITIES

Busier lifestyles will leave less time for polishing
Private label will continue to gain share
Distribution landscape will remain stable, with supermarkets continuing as primary channel

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DISCLAIMER

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