

Polishes in Finland

February 2025

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Polishes in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price stabilisation is evident in polishes Sustainability is driving need for change in formulas and packaging Brand loyalty remains strong in polishes

PROSPECTS AND OPPORTUNITIES

Desire for gentle and chemical-free polishes set to rise Personalised products hold promise for polishes Weaker visibility in retailers poses challenge to category development

CATEGORY DATA

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