

Polishes in India

June 2025

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Polishes in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth continues as evolving lifestyles reshape usage patterns Reckitt Benckiser leads with heritage brands amid limited innovation Traditional retail channels continue to dominate category sales

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Declining leather shoe usage prompts need for category reinvention Demand rises for multipurpose and value-enhanced polish products Private label and eco-friendly offerings present disruptive potential

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DISCLAIMER

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