

# **Polishes in Brazil**

February 2025

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# Polishes in Brazil - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

The decline of floor polishes in Brazil Working from home limits growth for shoe polish Challenges for private label polishes in Brazil

#### PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners will contribute to decline in floor polishes Inflation and logistics challenges fuel the rise of regional home care brands in Brazil An opportunity for floor polish brands to innovate and educate younger generations

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