



Euromonitor
International

Polishes in Turkey

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A decrease in retail volume sales is recorded across all categories of polishes
The significant increase in unit prices impacts consumer purchasing behaviour in 2024
Cigir Kimya continues to lead, offering the top brand in shoe polish

PROSPECTS AND OPPORTUNITIES

Polishes are expected to register an ongoing decline in retail volume sales
Shoe polish is predicted to record the weakest retail volume decline
Local companies are expected to gain ground, while private label faces challenges

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DISCLAIMER

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