



**Euromonitor  
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# Polishes in Singapore

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shoe polish sales largely supported by military demand
- Furniture polish faces challenges due to modern household styles
- SC Johnson maintains its overall monopoly in the consolidated category of polishes

PROSPECTS AND OPPORTUNITIES

- A flat performance expected for shoe polish over the forecast period
- Limited demand for furniture polish will continue to create challenges
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Home Care in Singapore - Industry Overview

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DISCLAIMER

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