

Polishes in Canada

February 2025

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Polishes in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polishes sees decline as consumers focus on essential home care products Shoe polish under pressure from casualisation trend and relaxation of workplace dress codes Metal polishes declines, but finds support from popularity of stainless steel appliances

PROSPECTS AND OPPORTUNITIES

Polishes faces headwinds from multi-purpose cleaners Shoe polish set to see further decline as casualisation trend continues E-commerce supports polishes by making products easier to find and buy

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DISCLAIMER

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