

Polishes in Germany

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Polishes in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite declining demand for polishes, value sales continue to grow Shoe polish continues to drive sales in the local market Werner & Mertz strengthens category leadership in 2024

PROSPECTS AND OPPORTUNITIES

Polishes set to face continuous decline over the forecast period Innovation likely to play role in category development Polishes faces challenge from newer products and preferences of younger consumers

CATEGORY DATA

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DISCLAIMER

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