



**Euromonitor  
International**

# Polishes in Austria

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimal current value growth for polishes, thanks only to average unit price increases  
Supermarkets remains the leading distribution channel in 2024  
Competitive landscape remains unchanged, with Erdal retaining a strong lead

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Volume decline predicted across the forecast period as consumer preferences evolve  
Little change expected in terms of key players and distribution  
Multi-functional cleaners will reduce the need for separate polish products

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DISCLAIMER

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