



Polishes in Belgium

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The economic conditions fuel an ongoing retail volume decline for polishes
In line with fashion trends, shoe polish sales struggle while trainer care gains ground
Smaller brands and niche channels gain market share during 2024

PROSPECTS AND OPPORTUNITIES

Changes in style and décor are set to limit demand for polishes over the forecast period
Younger consumers will increasingly view polishing as an outdated cleaning method
Trainer care products are an area that provides a growth opportunity

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Home Care in Belgium - Industry Overview

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DISCLAIMER

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