

Polishes in Uruguay

February 2025

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Polishes in Uruguay - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lifestyle changes continue to undermine demand for polishes

Casual footwear on the rise

SC Johnson & Son de Uruguay dominates

PROSPECTS AND OPPORTUNITIES

Recent lifestyle changes are unlikely to be reversed

Growing popularity of wood-like melamine furniture a modest growth opportunity for furniture polish

Floor polish will be increasingly cannibalised by multi-purpose cleaners and wash & wax floor cleaners

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DISCLAIMER

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