



**Euromonitor
International**

Polishes in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The economic crisis leads to a retail volume decline in all polish subcategories
Lifestyle changes lead to a reduced demand for polish products, further hampering sales
Limited brand presence leads SC Johnson & Son to maintain its strong lead in 2024

PROSPECTS AND OPPORTUNITIES

Ongoing lifestyle changes are expected to reduce the potential for polishes
Wipe-clean furniture that mimics the appearance of wood is expected to challenge ongoing sales
There is potential for brands to innovate within the shoe polish category

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Home Care in Argentina - Industry Overview

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DISCLAIMER

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