



Polishes in Morocco

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Non-essential perception limits spending on polishes
- Smart leverages wide offer and price points to win over consumers of shoe polish
- Limited consumer bases for metal and furniture polishes

PROSPECTS AND OPPORTUNITIES

- Economic and availability issues to restrict growth potential
- Preference for tiled floors to hit floor polish while high prices limit the uptake of furniture and metal polishes
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Home Care in Morocco - Industry Overview

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DISCLAIMER

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