



Euromonitor
International

Polishes in Colombia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shoe polish loses its shine as consumers explore alternative options
Industrias Bisonte continues to lead but sees growing competition from private label
Sales of metal, furniture, and floor polish all continue to decline in 2024

PROSPECTS AND OPPORTUNITIES

Sales not expected to recover with many consumers no longer seeing floor, metal and furniture polish as relevant
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DISCLAIMER

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