



Polishes in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued decline in demand for polishes in 2024
Competitive landscape remains stable in polishes, with online brands leveraging interest-based e-commerce for further growth
A further share increase for retail e-commerce in polishes

PROSPECTS AND OPPORTUNITIES

Continued decline in demand expected for furniture polish and shoe polish
Demand for floor polish set to remain flat in the forecast period

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Home Care in China - Industry Overview

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DISCLAIMER

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