

Polishes in South Africa

February 2025

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Polishes in South Africa - Category analysis

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2024 DEVELOPMENTS

Demand for polishes is suppressed by low consumer affordability

School children keep demand for shoe polishes stable

Mr Min and Kiwi dominate furniture polish and shoe polish respectively

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Restricted consumer spending will put pressure on demand for polishes

Corporate culture and dress codes will increasingly move away from formal wear

Opportunity for share gain through bulk packaging

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DISCLAIMER

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