



Polishes in Israel

February 2024

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Polishes in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for floor polish declines in line with busy lifestyles outside of the home

Shoe polish continues to lose ground due to casual footwear trend

Prices rise to place further pressure on demand for polishes

PROSPECTS AND OPPORTUNITIES

Further volume declines predicted, driven by changing lifestyles

Unit price increases set to gradually slow

Danshar likely to retain dominance of polishes

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DISCLAIMER

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