

# **Polishes in Malaysia**

February 2025

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## Polishes in Malaysia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Lifestyle changes dampen demand Established brands dominate sales Offline shopping dominates, but e-commerce continues to rise

#### PROSPECTS AND OPPORTUNITIES

Steady growth amid rising competition Convenience trend will hamper demand for furniture and metal polishes E-commerce will continue to gain traction, but physical stores will retain dominance

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## MARKET DATA

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