

Polishes in Spain

February 2025

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Polishes in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Simplified cleaning habits continue to impact category growth Competitive landscape sees little change in 2024 Limited innovation as polishes category hits maturity

PROSPECTS AND OPPORTUNITIES

Polishes set to see demand drops persist throughout forecast period Grocery retailers will maintain leadership over distribution for polishes Private label will continue to rise in polishes, though slower than in other home care categories

CATEGORY DATA

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MARKET DATA

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DISCLAIMER

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