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# Polishes in North Macedonia

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2024 DEVELOPMENTS

Volume sales grow as inflation eases but long-term trends limit demand  
Furniture polish and floor polish are the best performing categories  
Use of shoe polish continues to fall as footwear preferences change

PROSPECTS AND OPPORTUNITIES

Current value growth set to remain reasonably robust despite sluggish demand  
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Dominance of multinationals unlikely to be challenged

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Home Care in North Macedonia - Industry Overview

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DISCLAIMER

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