

Polishes in China

Market Direction | 2023-01-24 | 15 pages | Euromonitor

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Report description:

After two years of decline by both measures, polishes is set to register static retail volume sales in 2022, along with minimal current value growth. The COVID-19 lockdown restrictions from March to November 2022 prevented any real recovery. However, while shoe polish maintained its decline, consumers' desire to improve their environment increased due to more time spent in the home during lockdown restrictions, offsetting this poor performance. With consumers secluded at home, they increasingly...

Euromonitor International's Polishes in China market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Polishes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Little movement in overall sales of polishes in 2022

Shoe polish continues to decline, due to a lack of innovation, home working and casualisation

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