

Polishes in Italy

Market Direction | 2023-01-25 | 18 pages | Euromonitor

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Report description:

Consumption of polishes was already in decline prior to the pandemic, with the furniture polish, the largest subcategory in terms of both volume and value sales, seeing a further drop in demand 2022. Growth was restricted by the increasing presence in consumers' homes of low-maintenance MDF furniture, which reduced the need to use polishes in favour of multipurpose and other surface cleaners. These products were less expensive, as well as being more flexible, as they were able to be used on a ra...

Euromonitor International's Polishes in Italy 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.

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Euromonitor International
January 2023

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