

Polishes in Argentina

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

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Report description:

With the exception of metal polish, which represents a very small share of category sales, all types of polishes saw a decline in retail volume sales in 2022. This was because local consumers spent far more time outside of the home in 2022 than during the previous two years of review period, when the COVID-19 pandemic led to home seclusion policies within the country. As a result, floor and furniture polishing behaviour fell dramatically.

Euromonitor International's Polishes in Argentina 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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Table of Contents:

Polishes in Argentina
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List Of Contents And Tables

POLISHES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Less regular contact with surfaces impacts all subcategories within polishes in 2022

Greater levels of activity outside the home was not enough to prevent a fall in sales of shoe polish

Very low competition in all product areas in polishes sees SC Johnson & Son dominate

PROSPECTS AND OPPORTUNITIES

Lifestyle changes will lead to a decline across polishes over the forecast period

Wood-like furniture still offers scope for furniture polish sales

Shoe polish brands may innovate to mitigate decline

CATEGORY DATA

Table 1 Sales of Polishes by Category: Value 2017-2022

Table 2 Sales of Polishes by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Polishes: % Value 2018-2022

Table 4 LBN Brand Shares of Polishes: % Value 2019-2022

Table 5 Forecast Sales of Polishes by Category: Value 2022-2027

Table 6 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

HOME CARE IN ARGENTINA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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