

Polishes in Austria

Market Direction | 2023-01-01 | 17 pages | Euromonitor

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Report description:

In 2022 polishes continued declining in volume sales, having been boosted during 2020 and 2021 when consumers were spending more time in the household. As such, with consumers now spending less time at home, many also have less time available for deep cleaning and polishing their households.

Euromonitor International's Polishes in Austria 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 Austria
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List Of Contents And Tables

POLISHES IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume sales decline as polishes is perceived to be old fashioned

Current retail value sales of shoe polish rise, as events boost growth

Traditional purchasing behaviours favour in-store sales; however, stock is limited

PROSPECTS AND OPPORTUNITIES

Sales continue to decline, with low-maintenance floor and furniture limiting growth

Multi-functional cleaners challenge sales, reducing the need for a separate polish product

The competitive landscape remains the same, as polishes offers limited growth opportunities

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 AUSTRIA

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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