

Polishes in Croatia

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

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Report description:

In 2022, though current value increased, constant value fell. Several factors led to this muted performance. The war in Ukraine had a negative impact, with the resultant energy crisis leading to soaring inflation. In addition, with the height of the pandemic having passed, people spent less time at home and were less concerned about polishing floors and furniture. Lastly, population decline also had an effect. That being said, though constant value sales fell, there was a slight increase in volu...

Euromonitor International's Polishes in Croatia 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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KEY DATA FINDINGS

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Slight increase in volume sales.

Multinationals dominate polishes, although private label holds stable position with affordable options

Shoe polish registers highest current value growth

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Muted constant value and volume growth over forecast period

Little innovation as other more flexible cleaning products gain value share

Metal polish outperforms other polishes over forecast period

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