

Polishes in Estonia

Market Direction | 2023-02-01 | 15 pages | Euromonitor

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Report description:

Changing trends and a perceived need for polishes over the review period were exacerbated by higher price-sensitivity from the onset of the Coronavirus (COVID-19) pandemic. As consumers prioritised essential and lower-priced brands or private label products, retail volume growth slowed, compared with the already slight increments recorded in the early review period. Meanwhile, high inflation and rising production costs exerted upward pressure on unit prices, which supported higher retail current...

Euromonitor International's Polishes in Estonia 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

February 2023

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Multi-purpose products exert pressure on the use of polishes

Cleanliness and home interior trends contribute to the rising demand for furniture polish and metal polish, respectively

SC Johnson & Son offers wide choice to lead, while e-commerce creates opportunities for niche players

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Changing trends to undermine use of polishes

Furniture and metal polishes to continue to see the fastest growth rates

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Summary 1 Research Sources

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