

Polishes in Georgia

Market Direction | 2023-01-01 | 14 pages | Euromonitor

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Report description:

Polishes witnessed stable volume growth in 2022, stimulated by the low maturity of this category in Georgia and steady demand. However, the return to pre-pandemic lifestyles has reduced the amount of time consumers spend at home. In tandem, Georgians have less time for cleaning and tend to purchase more generic home care products with polishes a less frequent option. Nevertheless, shoe polish remained the largest product area in terms of value sales, and benefitted from the return of normal life...

Euromonitor International's Polishes in Georgia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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