

Polishes in Kenya

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

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Report description:

While polishes continued to register positive sales growth during 2022, growth rates remained moderate and overall sales remained relatively low as there are few opportunities for most Kenyan consumers to make use of polishes. One of the main reasons for such a moderate performance in the category during the year is the significant increase in the average unit price recorded in the category over the course of 2022, a trend which should be viewed within the context of the high inflation that subs...

Euromonitor International's Polishes in Kenya 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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