

Polishes in North Macedonia

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

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Report description:

Thanks to the solid retail volume demand for floor polish and furniture polish and the minimal yet stable consumer demand for shoe polish, the entire polishes landscape grew in retail volume terms in 2022. As a result of rising unit prices instigated by rapidly growing inflation amidst economic uncertainty and the war in Ukraine, 2022 retail volume growth of polishes resulted in a strong, double-digit percentage retail value growth.

Euromonitor International's Polishes in North Macedonia 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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Strong growth driven by rising inflation and demand for floor and furniture polish

Floor polish leads, while shoe polish maintains stable retail volume growth

Consumers preference global brands, with international players leading polishes

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