

Polishes in Norway

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

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Report description:

The multifunctional nature of home care products continued to restrict growth opportunities for polishes in 2022. For example, surface care wipes were increasingly used to remove dirt from shoes, floor cleaners replaced floor polish and automatic dishwashing tablets claimed to produce spot-free, shiny cutlery. This widening availability of products that offered the same functionality as task-specific polishes made households question the need to purchase the latter, especially in a challenging e...

Euromonitor International's Polishes in Norway 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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Multifunctional home care trend presents challenges for polish manufacturers

Growing popularity of cheap, low-maintenance furniture, flooring and cutlery hinders need for task-specific polishes

Sales of shoe polish stabilise, following return of pre-pandemic lifestyle patterns

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Product substitution will hinder demand for polishes

Shift towards more sustainable lifestyles could present growth opportunities for furniture and metal polish

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