

Polishes in Romania

Market Direction | 2023-01-01 | 18 pages | Euromonitor

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Report description:

Polishes records another year of negative volume growth in 2022, despite the positive value growth seen due to rising unit prices. One major reason for this is the growing strong competition from surface care products, which are becoming increasingly multifunctional, thus can be used for both cleaning and polishing purposes. Furthermore, Romanian retailers have been featuring a rising diversity of surface care, which has also been intensely promoted, further contributing to the decline of polish...

Euromonitor International's Polishes in Romania 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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Euromonitor International
January 2023

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Shoe polish declining due to ongoing casual fashion trends

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