

Polishes in India

Market Direction | 2023-02-15 | 17 pages | Euromonitor

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Report description:

Polishes remained by far the smallest category within home care in India in value terms in 2022, and also saw one of the slowest value growth rates. Nevertheless, a return to growth was seen across all categories in this year, especially driven by shoe polish. In 2020 and 2021, shoe polish, which holds the highest value share within polishes, saw retail volume and current value declines, due to remote working and learning measures to stop the spread of COVID-19. However, with the easing of the p...

Euromonitor International's Polishes in India 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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Small local grocers dominates distribution on the back of easy accessibility

Manufacturers increasingly incline towards the spray format to drive demand for furniture polish

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