

Polishes in Austria

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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Report description:

In 2023, polishes saw continued volume decline, having received a boost during the pandemic when local consumers spent more time at home. Due to busy schedules, local consumers have less time available for deep cleaning and polishing their households and are gravitating towards quicker and more versatile cleaning options such as general-purpose cleaners and wipes.

Euromonitor International's Polishes in Austria 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 2028 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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POLISHES IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline in 2023, but value sales receive a boost thanks to inflation

Polishes are generally regarded as old-fashioned and unnecessary by many Austrians

Highly consolidated competitive landscape leaves little scope for new players to emerge

PROSPECTS AND OPPORTUNITIES

Polishes set to see ongoing volume decline over the forecast period

Multi-functional cleaners will reduce the need for separate polish products

Competitive landscape set to remain the same, as polishes offers limited growth opportunities

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