

Polishes in Belgium

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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Report description:

Sales of polishes had been on a downward trajectory for over a decade when the COVID-19 crisis hit Belgium with many consumers no longer investing in polishes. The category experienced an unexpected turnaround in fortunes in 2020 due to people spending more time at home. However, this renaissance was short lived and in 2021 sales started declining again, with further declines observed in 2022 and 2023. In an inflationary environment, people were less willing to spend on expensive home decor item...

Euromonitor International's Polishes in Belgium 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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