

Polishes in Chile

Market Direction | 2024-02-19 | 15 pages | Euromonitor

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Report description:

In 2023, polishes continued to experience declining retail volume terms, with Chilean consumers losing interest in these kinds of products. Unlike many other categories in home care, polishes is no longer considered essential, and the lack of innovation from players negatively impacted demand over the review period. Many local consumers consider polishes obsolete given its specific uses. Compared to other home care categories, polishes did not benefit from pandemic-induced home seclusion. In fac...

Euromonitor International's Polishes in Chile 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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Modern floors and furniture reduce the need for polishes

Lack of innovation negatively impacts demand for polishes

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