

Polishes in Ecuador

Market Direction | 2024-02-22 | 15 pages | Euromonitor

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Report description:

Shoe polish, the largest category within polishes, recorded strong double-digit value and volume growth in 2023, with sales driven by the reopening of schools. 2023 was the first year of a full return to in-person classes after pandemic-related disruptions and students once again returned to wearing school shoes and sought to keep them polished. The return to offices has further boosted demand for shoe care as workers seek to maintain a polished appearance.

Euromonitor International's Polishes in Ecuador 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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Euromonitor International
February 2024

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Return to school and work supports strong growth of shoe polish

Lack of advertising limits awareness and growth

Limited innovation further impacts demand

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