

## **Polishes in Egypt**

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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### **Report description:**

Except for shoe polish, retail volume sales of polishes continued to decline in 2023, due to high inflation and pressure on disposable incomes. Perceived as discretionary products, floor, metal and furniture polishes suffered significant declines in sales volumes as consumers reallocated their budgets to more essential household needs. Instead, consumers turned to more affordable products for polishing or used multi-purpose surface care products with integrated polishing features.

Euromonitor International's Polishes in Egypt 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 reliable information resources to help drive informed strategic planning.

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High inflation negatively impacts overall demand for polishes, with shoe polish the exception

Local brand retains leadership of shoe polish

Furniture care trend ensures furniture polish is second most popular in category

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Overall demand for polishes set to marginally improve

Popularity of tiled floors and shift to economical alternatives to dampen demand for floor polish

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