

Polishes in Greece

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

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Report description:

Polishes is a relatively uninteresting category, which is suffering from being a discretionary product in a time of economic pressures. Added to which, polishes has also been affected by price hikes, alongside the category not having a great deal of choice for consumers seeking to trade down, i.e., a low presence of private label.

Euromonitor International's Polishes in Greece 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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Sales slump in relatively uninteresting category

Modern living styles and trends rarely require specialist polishes

Shoe polish remains the most relevant, but still struggles to reach positive growth sales

PROSPECTS AND OPPORTUNITIES

Modern design and housing trends will lead to further losses for floor, metal, and furniture polishes

Ongoing shift to casual shoes will continue to suppress demand for shoe polish

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Summary 1 Research Sources

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