

## **Polishes in Greece**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Polishes in Greece  
Euromonitor International  
February 2024

List Of Contents And Tables

### **POLISHES IN GREECE**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

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

Camel will retain its leadership thanks to overall strengths

#### **CATEGORY DATA**

Table 1 Sales of Polishes by Category: Value 2018-2023

Table 2 Sales of Polishes by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Polishes: % Value 2019-2023

Table 4 LBN Brand Shares of Polishes: % Value 2020-2023

Table 5 Forecast Sales of Polishes by Category: Value 2023-2028

Table 6 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

### **HOME CARE IN GREECE**

#### **EXECUTIVE SUMMARY**

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 7 Households 2018-2023

#### **MARKET DATA**

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Polishes in Greece

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com