

Polishes in Ireland

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

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Report description:

Although retail value sales growth was positive, this resulted from high inflation and rising price points in 2023, as retail volume sales declined. Retail volume has been consistently declining over the review period, with polishes suffering from being viewed as an outdated product. The strongest retail volume declines were noted in floor polish and metal polish, which were challenged by other cleaning products, such as multipurpose cleaners and floor wipes. Additionally, changing materials and...

Euromonitor International's Polishes in Ireland 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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SC Johnson & Sons retains its leadership with brands Kiwi and Pledge

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