

Polishes in Japan

Market Direction | 2024-02-21 | 15 pages | Euromonitor

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Report description:

Floor polish is not a standard product for many younger households. It may have been used by older generations, but the custom of polishing the floor with wax products has not been passed down to the younger generations. First, it is very time-consuming and tiring to use on a regular basis - even once a year is too much for those who are not used to it. Another reason behind the declining trend for the category is the development of different flooring materials. The use of non-wax or wax-free ty...

Euromonitor International's Polishes in Japan 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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