

Polishes in Nigeria

Market Direction | 2024-02-22 | 15 pages | Euromonitor

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Report description:

Polishes recorded a decline in retail volume terms, while high inflation rates triggered double-digit retail sales value growth in 2023. Many do not consider polish an essential product, with consumers focused on perceived essentials amid poor purchasing power. Furthermore, consumers have alternative options to polishes available that do not have the same cost, with many cleaning their shoes and furniture with water. Furniture polish was the most negatively impacted area, recording a significant...

Euromonitor International's Polishes in Nigeria 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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Major players lose share to affordable options during rising inflation
High importation costs lead to a lack of international players on shelves

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