

## **Polishes in North Macedonia**

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

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### **Report description:**

Overall polishes remained on its downward trajectory in 2023 in terms of volume sales growth, with Macedonian consumers reprioritising their purchases and eliminating those products deemed to be unnecessary, which included polishes for the most part. Further, the continued and deepest decline of shoe polishes within the overall category meant that polishes was unable to see positive growth. Consumer habits have been evolving, shifting towards a greater focus on efficiency and purchases of produc...

Euromonitor International's Polishes in North Macedonia 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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reliable information resources to help drive informed strategic planning.

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