

Polishes in Norway

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

The multifunctional nature of home care products continued to restrict growth opportunities for polishes in 2023. For example, surface care wipes are increasingly used to remove dirt from shoes, floor cleaners replace floor polish, and automatic dishwashing tablets produce spot-free, shiny cutlery. This widening availability of products that offered the same functionality as task-specific polishes has led many local consumers to question the need for the latter, especially in a challenging econo...

Euromonitor International's Polishes in Norway 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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Multifunctional home care trend presents challenges for polish manufacturers

Increasing popularity of cheap, low-maintenance furniture, flooring and cutlery hinders growth in polishes

Shoe polish suffers from casual dress trends and more relaxed working conditions

PROSPECTS AND OPPORTUNITIES

Product substitution will impact demand for polishes in the years ahead

Shift towards more sustainable lifestyles could present growth opportunities for furniture and metal polish

Jensen & Co AS set to retain its category lead, but the popularity of discounters bodes well for private label

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