

## **Polishes in Slovakia**

Market Direction | 2024-02-23 | 16 pages | Euromonitor

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### **Report description:**

Polishes is seeing a negative volume slump, while value sales are supported by price hikes affecting categories across home care as a whole. Indeed, polishes represents a category which consumers can easily substitute - especially with the growing interest in more exciting and modern home care categories (e.g., furniture polish wipes in surface care). Meanwhile, polishes are increasingly being seen as discretionary products which are becoming old-fashioned. There is also little development activ...

Euromonitor International's Polishes in Slovakia 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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tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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Euromonitor International  
February 2024

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Polishes is a generally uninteresting category, with little activity despite the large number of available brands

Shoe polish is the star category overall, achieving positive value and volume sales

E-commerce continues to carve out its distribution share

#### PROSPECTS AND OPPORTUNITIES

Overall negative performance expected due to low demand and little development

Shoe polish set to be the saving grace, with developments and promotions expected

Floor polish will slide into a further slump, while metal polish is set to limp ahead

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