

Polishes in the US

Market Direction | 2024-02-20 | 20 pages | Euromonitor

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Report description:

The ongoing decline in demand for furniture polish in the US is being driven by consumer behaviour trends that indicate a preference for purchasing lower-quality furniture, thereby reducing the need for related care products. This shift reflects an expectation among consumers for shorter product lifespans, deeming the investment in care products less worthwhile for lower-quality materials.

Euromonitor International's Polishes in USA 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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Hybrid working and casual wear contribute to decline in demand for shoe polish

Floor polish impacted by fall in renovation projects and weak housing market

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Consumers to invest less in maintaining home and household items, driving further declines for polishes over forecast period

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