

## **Polishes in Hong Kong, China**

Market Direction | 2024-03-13 | 16 pages | Euromonitor

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### **Report description:**

Continuing the long-standing trend, polishes saw a retail volume decline in Hong Kong in 2023, although growth was seen in current value terms. Volume demand for shoe polish continued to decline in Hong Kong in 2023 due to decreasing sales of leather shoes. This was driven in particular by younger consumers, who typically favour sneakers, which do not need polishing, rather than formal leather footwear. However, the volume decline was at a much lower level in 2023 than seen for many years, with...

Euromonitor International's Polishes in Hong Kong, China 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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Euromonitor International  
March 2024

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