

Global Furniture Polish Market Report and Forecast 2024-2032

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Report description:

Global Furniture Polish Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global furniture polish market size reached a value of USD 10.52 billion in 2023. Aided by the growing consumer focus on home aesthetics and the rising demand for sustainable and efficient furniture care products, the market is projected to further grow at a CAGR of 6.5% between 2024 and 2032 to reach a value of USD 18.53 billion by 2032.

Furniture polish plays a crucial role in the maintenance and preservation of wooden furniture, enhancing its appearance while offering protection against dust, moisture, and wear. The market comprises a wide range of products, including aerosol sprays, liquid polishes, and wax-based polishes, each catering to different consumer preferences and furniture care needs. These products not only rejuvenate the look of furniture but also extend its lifespan, making them indispensable in both residential and commercial settings.

The burgeoning interest in interior decoration and the surge in home renovation activities are primary factors fuelling the furniture polish market growth. As consumers become increasingly invested in the aesthetics and longevity of their furniture, the demand for high-quality polish products that can restore and maintain the furniture's original sheen continues to rise. Furthermore, the shift towards eco-friendly and organic furniture care products is reshaping the market landscape, with manufacturers innovating to meet these evolving consumer preferences.

Sustainability trends are significantly influencing the furniture polish market expansion. There is a growing consumer inclination towards products made from natural and non-toxic ingredients, driven by heightened awareness about the environmental impact and health implications of synthetic chemicals. This shift has led to increased research and development efforts aimed at creating eco-friendly polish formulations that are safe for both users and the environment.

The versatility of furniture polish extends beyond mere aesthetic enhancement to include protective qualities that are valued across various industrial sectors. As per the furniture polish market analysis, in commercial spaces, such as offices, hotels, and restaurants, where the appearance and condition of furniture can impact customer perceptions, the demand for effective polish products is particularly high. These settings require regular maintenance to preserve the furniture's appeal and durability, thus driving the commercial demand for furniture polish.

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The growing interest in DIY home improvement projects and personalised interior design has extended to furniture care, with consumers seeking products that allow for customisation and a personal touch in furniture maintenance, which further contributes to the furniture polish market share. This trend includes DIY furniture polish kits and products that can be tailored to suit specific types of wood or finishes. Manufacturers are responding by offering more versatile and customisable polish options, catering to the hands-on consumer who takes an active role in home aesthetics and maintenance.

In addition to traditional applications, technological advancements and innovative formulations are opening new avenues for the furniture polish market. Products that offer added benefits, such as UV protection, anti-dust properties, and moisture resistance, are gaining traction. These innovations not only enhance the functionality of furniture polish but also cater to the specific needs of different types of wood and furniture finishes.

As per the furniture polish market outlook, the market also presents ample opportunities for growth through the expansion of distribution channels. The rise of e-commerce platforms has made furniture polish more accessible to a broader audience, offering manufacturers the chance to tap into new markets and customer segments. Additionally, strategic marketing initiatives and partnerships with furniture manufacturers and retailers can further enhance brand visibility and drive sales.

Market Segmentation □

The market can be divided based on product type, end use, distribution channel, and region.

Market Breakup by Product Type

- Solvent
- Liquid
- Aerosol
- Others

Market Breakup by End Use

- Commercial
- Residential

Market Breakup by Distribution Channel

- Direct
- Indirect

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global furniture polish market. Some of the major players explored in the report by Expert Market Research are as follows:

- S.C. Johnson & Son, Inc. (Pledge)
- Reckitt Benckiser Group Plc
- Akzo Nobel N.V.
- The Sherwin-Williams Company
- Asian Paints Limited
- PPG Industries, Inc.
- Milsek Furniture Polish LLC
- Altana AG
- Liberon Limited
- Others

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