

Polishes in Germany

Market Direction | 2024-04-26 | 16 pages | Euromonitor

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Report description:

In 2023, busier lifestyles compounded the ongoing decline in demand for polishes in Germany, reflecting changing cleaning habits. With less time spent at home and more hectic lives, local consumers increasingly favour quicker and easier alternatives, causing traditional polishes, particularly for home use, to lose further popularity.

Euromonitor International's Polishes in Germany 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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