

Polishes in China

Market Direction | 2025-02-05 | 14 pages | Euromonitor

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Report description:

Retail volume and current value sales of polishes continued their downward trend in China in 2024, with sales falling across all categories. Polishes, traditionally used for shining floors, furniture, and footwear, are now mainly used by the older generation. In contrast, younger families, due to their fast-paced lifestyles, prefer more convenient and efficient maintenance methods, and are less likely to use time-consuming and regularly required polishes.

Euromonitor International's Polishes in 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 2029 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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