

## **Polishes in Colombia**

Market Direction | 2025-02-05 | 16 pages | Euromonitor

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### **Report description:**

Sales of polishes continued to decline in current value and retail volume terms in 2024, driven by a reduction in demand and more moderate price increases compared to the previous two years. Shoe polish, which accounts for the largest share of category sales, witnessed a reduction in demand. This decline in demand was influenced by the increasing use of sports footwear, even in the workplace. Furthermore, consumers are using other types of cleaners like surface care products and even the magical...

Euromonitor International's Polishes in Colombia 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.

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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Table of Contents:

Polishes in Colombia  
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### List Of Contents And Tables

#### POLISHES IN COLOMBIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Shoe polish loses its shine as consumers explore alternative options

Industrias Bisonte continues to lead but sees growing competition from private label

Sales of metal, furniture, and floor polish all continue to decline in 2024

##### PROSPECTS AND OPPORTUNITIES

Sales not expected to recover with many consumers no longer seeing floor, metal and furniture polish as relevant

Changing footwear fashions could drive demand for more specialised products

Discounters could reduce their presence in polishes as sales dwindle

##### CATEGORY DATA

Table 1 Sales of Polishes by Category: Value 2019-2024

Table 2 Sales of Polishes by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Polishes: % Value 2020-2024

Table 4 LBN Brand Shares of Polishes: % Value 2021-2024

Table 5 Forecast Sales of Polishes by Category: Value 2024-2029

Table 6 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

#### HOME CARE IN COLOMBIA

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 7 Households 2019-2024

##### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2019-2024

Table 9 Sales of Home Care by Category: % Value Growth 2019-2024

Table 10 NBO Company Shares of Home Care: % Value 2020-2024

Table 11 LBN Brand Shares of Home Care: % Value 2021-2024

Table 12 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 13 Distribution of Home Care by Format: % Value 2019-2024

Table 14 Distribution of Home Care by Format and Category: % Value 2024

Table 15 Forecast Sales of Home Care by Category: Value 2024-2029

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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##### SOURCES

Summary 1 Research Sources

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