

## **Polishes in Greece**

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

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### **Report description:**

Polishes suffered heavy losses in retail volume terms in 2024 having seen declining sales throughout the review period. In the case of floor, metal and furniture polish, sales have been negatively affected by design trends and changes in consumer behaviour that have been unfavourable to these categories. Modern housing in Greece favours tiles and/or laminated floors over wooden floors, with a steady flow of home refurbishments further reducing the number of properties with wooden floors. In 2023...

Euromonitor International's Polishes in Greece 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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