

Polishes in Hong Kong, China

Market Direction | 2025-02-17 | 16 pages | Euromonitor

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Report description:

Continuing a longstanding trend, polishes in Hong Kong recorded retail volume decline in 2024, although value sales recorded another year of growth due to a further rise in the average unit price. Overall demand for shoe polish, which holds the largest value share in the category, fell further during the year due to decreasing sales of leather shoes. This was driven in particular by younger consumers, who typically favour sneakers, which do not need polishing, rather than formal leather footwear...

Euromonitor International's Polishes in Hong Kong, 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.

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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