

Polishes in Hungary

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

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Report description:

Polishes remain unpopular among Hungarian consumers, with weak sales compared to other home care categories, such as surface care products, which are considered more essential. As a result, polishes continued to see a decline in volume sales in 2024, although there was a modest increase in value sales, largely driven by price increases. In addition to rising prices, manufacturers did not support these products, with a lack of promotional activity reducing consumer awareness and their overall pur...

Euromonitor International's Polishes in Hungary 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2025

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Shoe polish leads in terms of volume growth

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