

Polishes in Mexico

Market Direction | 2025-02-06 | 17 pages | Euromonitor

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Report description:

Polishes saw negligible retail volume growth in Mexico in 2024, due to the stable economy in the country for most of the year, although the category saw stronger current value growth due to price rises. Low unemployment, inflation, and exchange rates benefited consumer spending, whilst economic uncertainty prevented a stronger increase. Private label was able to see growth in polishes in 2024, targeting consumers who value both performance and price. For example, the Golden Hills brand from supe...

Euromonitor International's Polishes in Mexico 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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Private label capitalises on performance attributes
Consumers feel closer to value-added products thanks to e-commerce
Wellness trend spotlights natural ingredients in polishes, such as honey

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Consumers will seek to maintain items in good condition for longer
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