

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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Table of Contents:

Polishes in Mexico
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List Of Contents And Tables

POLISHES IN MEXICO

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Consumers will seek to maintain items in good condition for longer
Polishes set to benefit from urban expansion and nearshoring
Relaxation of dress codes in the office set to prevent volume growth for shoe polish

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 MEXICO

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key 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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