

Polishes in Nigeria

Market Direction | 2025-02-26 | 16 pages | Euromonitor

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Report description:

In 2024, retail volume sales of polishes in Nigeria declined by 19%, while retail value saw an uplift of 31%.

Euromonitor International's Polishes in Nigeria 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Polishes record a retail volume decline as consumers seek cheap substitutes

Furniture polish records a strong decline due to poor economic conditions

Low presence of local brand as consumers trust the quality of international players

PROSPECTS AND OPPORTUNITIES

The economic recovery will drive demand, while sales of shoe polish lead

Furniture polish is expected to record the strongest grow, in line with real estate development

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