

Polishes in North Macedonia

Market Direction | 2025-02-13 | 15 pages | Euromonitor

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Report description:

Polishes in North Macedonia saw current value growth slow in 2024 as pricing pressures were alleviated by a sustained drop in inflation. Conversely, resultant improvements in purchasing power ensured the category showed a return to growth in retail volume sales after having performed negatively in this respect over 2022-2023. More favourable trading conditions stimulated investment in new launches, promotional activities and the expansion of distribution networks, which also helped to lift overa...

Euromonitor International's Polishes in North Macedonia 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales grow as inflation eases but long-term trends limit demand

Furniture polish and floor polish are the best performing categories

Use of shoe polish continues to fall as footwear preferences change

PROSPECTS AND OPPORTUNITIES

Current value growth set to remain reasonably robust despite sluggish demand

Furniture and floor polish will continue to grow fastest in volume and value terms

Dominance of multinationals unlikely to be challenged

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