

## **Polishes in Pakistan**

Market Direction | 2025-02-20 | 16 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Dominated by shoe polish, retail current value sales of polishes continued to expand at a rapid clip in 2024, while retail constant value sales growth rebounded as inflationary pressure eased somewhat. Despite elevated inflation, shoe polish remains affordable to many local consumers. Retail volume sales of shoe polish continued to exhibit robust growth during the year, supported by the growing footwear market in the country. Leather footwear requires regular maintenance for appearance and durab...

Euromonitor International's Polishes in Pakistan 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Polishes in Pakistan  
Euromonitor International  
February 2025

### List Of Contents And Tables

#### POLISHES IN PAKISTAN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Demand for shoe polish remains robust amid rising footwear sales

Price-sensitive consumers favour local brands

E-commerce has emerged as a significant distribution channel

##### PROSPECTS AND OPPORTUNITIES

Urbanization and growing middle class will support robust demand growth

Competition between local and global brands to intensify

Most local consumers will remain very price sensitive

##### 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 PAKISTAN

##### 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

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Polishes in Pakistan

Market Direction | 2025-02-20 | 16 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €995.00  |
|                | Multiple User License (1 Site) | €1990.00 |
|                | Multiple User License (Global) | €2985.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-07"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com