

## Polishes in Pakistan

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

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### 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.

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Price-sensitive consumers favour local brands

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Most local consumers will remain very price sensitive

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