

Polishes in Singapore

Market Direction | 2025-02-07 | 15 pages | Euromonitor

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Report description:

Polishes remained a fairly uninteresting category in Singapore in 2024, with shoe polish and furniture polish being the only relevant products. Notably, sales of shoe polish are cited to be largely supported by military demand, with a lesser impetus coming from the resurgence of consumer mobility and social occasions in the post-pandemic landscape.

Euromonitor International's Polishes in Singapore 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 Singapore
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List Of Contents And Tables

POLISHES IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shoe polish sales largely supported by military demand

Furniture polish faces challenges due to modern household styles

SC Johnson maintains its overall monopoly in the consolidated category of polishes

PROSPECTS AND OPPORTUNITIES

A flat performance expected for shoe polish over the forecast period

Limited demand for furniture polish will continue to create challenges

Emerging competition from smaller brands expected

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 SINGAPORE

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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