

Polishes in Switzerland

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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Report description:

In 2024, retail value sales of polishes decreased by 1% in Switzerland, while retail volume fell by 3%. An increasing number of Swiss consumers are leading hectic lifestyles, leaving them with less time to devote to household chores, which has negatively impacted the polishes market. In addition, behavioural and lifestyle changes have challenged sales for polishes, with a rise in low-maintenance materials and movement away from wood furniture, making polishes less essential. Furthermore, there w...

Euromonitor International's Polishes in Switzerland 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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Retail value falls as other home care products challenge the sales of polishes

Floor and shoe polishes record ongoing declines as consumers consider these products unessential

SC Johnson AG retains its lead while private label from retailer Migros is close behind

PROSPECTS AND OPPORTUNITIES

Polish is set to face ongoing challenges as behaviour and aesthetics trends impact demand

Shoe polish is expected to see the best performance, while floor polishes face a further decline

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