

Polishes in Thailand

Market Direction | 2025-02-06 | 16 pages | Euromonitor

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Report description:

In 2024, polishes in Thailand is expected to maintain the trend seen over the previous couple of years, with falling retail volume sales, and growth in retail current value terms. In fact, polishes saw the strongest unit price rise within home care in 2024. Inflationary pressures continued to limit consumers' disposable income in 2024, leading consumers to prioritise value and affordability. This translated into private label continuing to see a rising share of sales in polishes in 2024, as cons...

Euromonitor International's Polishes in Thailand 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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Changing consumer behaviour impacts distribution

Fragmentation in floor polish, concentration in shoe polish

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