

## **Polishes in Uruguay**

Market Direction | 2025-02-13 | 15 pages | Euromonitor

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### **Report description:**

Retail value sales of polishes decreased in both current and constant value sales during both 2024 and the review period as a whole. Although demand was supported by an improving economic environment (most notably a reduction in inflation) and a reduction in smuggling from neighbouring Argentina during 2024, all segments of polishes saw sales decline during the year. This was because new lifestyle habits have negatively affected polishes to a much greater extent than other home care categories.

Euromonitor International's Polishes in Uruguay 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.

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Casual footwear on the rise

SC Johnson & Son de Uruguay dominates

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Floor polish will be increasingly cannibalised by multi-purpose cleaners and wash & wax floor cleaners

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