

## **Polishes in Vietnam**

Market Direction | 2025-02-07 | 17 pages | Euromonitor

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### **Report description:**

Polishes in Vietnam experienced low retail volume and current value growth during most of the review period, with increasing sales also seen in 2024. This was supported by rising incomes, improved living standards, and the increasing ownership of home appliances and premium footwear that require frequent polishing. Shoe polish remained the overwhelmingly dominant category in 2024, and continued to see growth.

Euromonitor International's Polishes in Vietnam 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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## Table of Contents:

Polishes in Vietnam  
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### List Of Contents And Tables

#### POLISHES IN VIETNAM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Demand for premium shoe polish to maintain high-end footwear drives overall growth for polishes

Consumers look for polishes which offer shine, durability, and ease of use

Gel format seen as a more practical choice than liquid

##### PROSPECTS AND OPPORTUNITIES

Growth set to continue, but furniture and metal polish will struggle

Marketing and wider distribution could contribute to growth

Versatile products which simplify polishing likely to perform well

##### 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 VIETNAM

##### 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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