



Euromonitor  
International

# Polishes in Portugal

February 2025

Table of Contents

## Polishes in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Polishes faces ongoing decline in Portugal in 2024  
Shoe polish is the best performing category, with Búfalo in pole position  
Review period has seen rapid change of fortunes for Splendor

#### PROSPECTS AND OPPORTUNITIES

Polishes set to face continuous decline in the years ahead  
Splendor will likely maintain its overall category lead  
Traditional retailers will become ever less relevant for sales of polishes

#### 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 Portugal - Industry Overview

### 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

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/polishes-in-portugal/report](http://www.euromonitor.com/polishes-in-portugal/report).