



Euromonitor
International

Polishes in Pakistan

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand for shoe polish remains robust amid rising footwear sales
- Price-sensitive consumers favour local brands
- E-commerce has emerged as a significant distribution channel

PROSPECTS AND OPPORTUNITIES

- Urbanization and growing middle class will support robust demand growth
- Competition between local and global brands to intensify
- Most local consumers will remain very price sensitive

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 Pakistan - 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

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