



Euromonitor
International

Polishes in Thailand

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value consciousness remains, with consumers looking for affordable and effective products
Changing consumer behaviour impacts distribution
Fragmentation in floor polish, concentration in shoe polish

PROSPECTS AND OPPORTUNITIES

Floor polish will continue drive a poor performance for polishes overall
Shoe polish set to maintain slow growth despite an already high base
Growing importance of sustainable and eco-friendly formulations

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

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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