



Euromonitor
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Polishes in the United Kingdom

February 2024

Table of Contents

Polishes in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for polishes continues on declining trajectory
SC Johnson's Kiwi brand disappears from UK shelves in 2023
Furniture polish sales continue to be hit by declining sales of furniture

PROSPECTS AND OPPORTUNITIES

Lack of innovation and trends in furniture and casual wear to impact category negatively over the forecast period
Distribution of polishes unlikely to see major changes over the forecast period
Unit prices set to increase gradually owing to higher production costs

CATEGORY DATA

Table 1 - Sales of Polishes by Category: Value 2018-2023
Table 2 - Sales of Polishes by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Polishes: % Value 2019-2023
Table 4 - LBN Brand Shares of Polishes: % Value 2020-2023
Table 5 - Forecast Sales of Polishes by Category: Value 2023-2028
Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

Home Care in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/polishes-in-the-united-kingdom/report.