



**Euromonitor
International**

Polishes in Switzerland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value falls as other home care products challenge the sales of polishes
Floor and shoe polishes record ongoing declines as consumers consider these products unessential
SC Johnson AG retains its lead while private label from retailer Migros is close behind

PROSPECTS AND OPPORTUNITIES

Polish is set to face ongoing challenges as behaviour and aesthetics trends impact demand
Shoe polish is expected to see the best performance, while floor polishes face a further decline
Innovations will need to adapt to consumers' rising interest in sustainable cleaning products

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Home Care in Switzerland - Industry Overview

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DISCLAIMER

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