

# **Polishes in New Zealand**

February 2025

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#### Polishes in New Zealand - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Floor polish benefits from a stay-at-home trend while other categories see demand fall Unit price growth slows as inflationary pressures start to ease SC Johnson & Son dominates an otherwise fragmented competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Evolving work patterns to benefit shoe polish as workers return to the office Housing construction growth is likely to enhance the demand for polishes Digitalisation offers retail and marketing opportunities

#### CATEGORY DATA

Table 1 - Sales of Polishes by Category: Value 2019-2024Table 2 - Sales of Polishes by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Polishes: % Value 2020-2024Table 4 - LBN Brand Shares of Polishes: % Value 2021-2024Table 5 - Forecast Sales of Polishes by Category: Value 2024-2029Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

#### Home Care in New Zealand - 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

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Summary 1 - Research Sources

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