

Polishes in Ireland

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales fall as alternative cleaning products challenge polishes
Relaxed dress codes have a negative impact on sales of shoe polish
SC Johnson & Sons retains its leadership with brands Kiwi and Pledge

PROSPECTS AND OPPORTUNITIES

Floor and furniture polish face strong competition from alternative options
Fashion trends and working from home challenge sales of shoe polishes
E-commerce supports smaller brands to reach consumers in polishes

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

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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