

# 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

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### SOURCES

Summary 1 - Research Sources

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