



Euromonitor  
International

# Polishes in Taiwan

April 2026

Table of Contents

## Polishes in Taiwan - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Eco-Friendly Products Gain Traction Amid Declining Sales

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

#### INDUSTRY PERFORMANCE

Eco-Friendly Products Gain Traction Amid Declining Sales

Furniture Polish Dominates Market Share

Sustainability Drives Innovation and Market Share Shifts

Chart 2 - Rewood and Natural Beeswax Wood Polishes Expand Eco Portfolio in Taiwan in 2025

Chart 3 - Value Sales of Polishes 2020-2030

Chart 4 - Volume Sales of Polishes 2020-2030

Chart 5 - Value Sales of Polishes by Category 2025

#### WHAT'S NEXT?

Growing Demand for Eco-Friendly Polish Formulations

Furniture Polish Maintains Dominant Position Despite Decline

Eco-Friendly Trends Drive Innovation and Market Share Changes

Chart 6 - Forecast Value Sales of Polishes 2020-2030

Chart 7 - Forecast Value Sales of Polishes by Category 2025-2030

#### COMPETITIVE LANDSCAPE

SC Johnson & Son Taiwan Maintains Market Dominance

Chart 8 - Analyst Insight for Polishes

Chart 9 - Company Shares of Polishes 2025

Chart 10 - Brand Shares of Polishes 2025

#### CHANNELS

Supermarkets Lead Distribution Channels with E-Commerce Growth

E-Commerce Emerges as Fastest Growing Distribution Channel

Sustainability Drives Trends and E-Commerce Growth

Chart 11 - Retail Channels for Polishes 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Polishes

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Polishes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Home Care in Taiwan - Industry Overview](#)

#### EXECUTIVE SUMMARY

Sustainability and Health Trends Drive Sales Growth

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Sustainability and Health Trends Drive Sales Growth

Laundry Care Dominates Market Share with Evolving Formats

Sustainability Drives Innovation and Consumer Behaviour

Chart 20 - Taiwan Deploys Smart Refill Stations for Plastic-Free Detergent Dispensing

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Eco-Friendly Products and Multifunctionality Drive Future Growth

Laundry Care Remains Largest Subcategory with Stable Demand

Sustainability and Health Trends Shape Future Business Strategies

Chart 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Top Brands Maintain Lead through Innovation and Distribution

Reckitt's Divestment Reshapes Competitive Landscape

Sustainable and Health-Focused Innovations Drive Growth

Chart 26 - Clorox Ecoclean Launches Plant-Based Surface Cleaners in Taiwan

Innovative Formats and Distribution Channels Enhance Convenience

Chart 27 - Goodscare Expands Gc Clean! Mini Dishwasher Tabs into Taiwan Retail in 2025

Chart 28 - Company Shares of Home Care 2025

Chart 29 - Brand Shares of Home Care 2025

### CHANNELS

Supermarkets Lead, E-Commerce Gains Traction

Non-Grocery Retailers and E-Commerce Drive Change

Chart 30 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/polishes-in-taiwan/report](http://www.euromonitor.com/polishes-in-taiwan/report).