



Euromonitor
International

Polishes in Myanmar

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Maelizz Drives Growth with Innovative Shoe Care Solutions

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Maelizz Drives Growth with Innovative Shoe Care Solutions

Shoe Polish Remains Dominant, Driven by Professional Demand

Format Innovation Rejuvenates Category with Multifunctional Products

Chart 2 - Maelizz Introduces New Shoe Dry Cleaning and Polish Spray

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Convenience

Shoe Polish Maintains Dominance, While Metal Polish Grows Fastest

Local Brands Capitalise on Consumer Preference for Affordability

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc Maintains Its Lead through Premium Offerings

Local Brands Gain Ground on Affordability and Innovation

Chart 8 - Analyst Insight for Polishes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Polish Sales with Convenience and Quality

Retail E-Commerce Grows Steadily with Promotions and Fast Delivery

Modern Trade Channels Maintain Dominance with Quality and Convenience

Chart 11 - Retail Channels 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 Myanmar - Industry Overview](#)

EXECUTIVE SUMMARY

Local Brands Drive Sales with Versatile and Health-Focused Products

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Brands Drive Sales with Versatile and Health-Focused Products

Chart 20 - Cleanlux revamps dual-purpose liquid that serves as both laundry detergent and dishwashing liquid

Cleanlux and Gentle Gen Innovate with Multi-Benefit Products

Economic Challenges Reshape Consumer Behaviour and Market Dynamics

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands to Maintain Dominance with Affordable Essentials

Fastest Growth Expected in Dishwashing and Toilet Care

Multifunctionality and Health Trends to Shape Industry Dynamics

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Local Brands Maintain Dominance through Affordability

Emerging Local Brands Drive Innovation and Growth

Chart 26 - Analyst Insight for Home Care

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Grocery Retailers Drive Sales through Convenience and Affordability

Retail E-Commerce Gains Traction with Convenience and Hygiene Awareness

Traditional Channels Maintain Presence Despite E-Commerce Growth

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-myanmar/report.