



Euromonitor
International

Polishes in Tanzania

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Smaller Pack Sizes and Multifunctionality Drive Sales

Chart 2 - Biki Shoe Polish Kit

Shoe Polish Dominates the Market

Innovative Product Formats Fuel Growth

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Multifunctionality Drive Future Sales

Shoe Polish Remains Dominant but Faces Challenges

Innovative Products and Sustainability Shape the Future

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kiwi Maintains Dominance with High Market Share

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales of Polishes with Wide Product Range

Retail E-Commerce Grows Rapidly Despite Limited Offerings

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Polishes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Polishes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Tanzania - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Brands Dominate Affordable Segment with Smaller Pack Sizes

Laundry Care Drives Market Size with Steady Growth

Health Awareness and Scented Products Shape Home Care

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Laundry Care and Bleach Drive Growth

Affordability Drives Demand for Smaller Pack Sizes

Chart 22 - Analyst Insight for Home Care

Innovation and Multifunctionality Shape Future Trends

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global Brands and Local Players Vie for Market Share

Chart 25 - Ex-Pido Insecticides

Emerging Players and Innovative Strategies Reshape Competition

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets Remain Dominant Channel for Home Care Products

E-Commerce Grows Rapidly in Urban Tanzania

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-tanzania/report.