

Polishes in Saudi Arabia

January 2023

Table of Contents

Polishes in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Polishes continues to recover from the impact of COVID-19 on sales

Price promotions remain a key strategy in driving sales

Floor polish returns to growth but faces mounting competition from multi-purpose products

PROSPECTS AND OPPORTUNITIES

Flexible work arrangements taking the shine off shoe polish

Lack of innovation could put a dampener on sales

Floor polish under pressure as consumers shift to multipurpose floor cleaners

CATEGORY DATA

Table 1 - Sales of Polishes by Category: Value 2017-2022

Table 2 - Sales of Polishes by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Polishes: % Value 2018-2022

Table 4 - LBN Brand Shares of Polishes: % Value 2019-2022

Table 5 - Forecast Sales of Polishes by Category: Value 2022-2027

Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2022-2027

Home Care in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2017-2022

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2017-2022

Table 9 - Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 - NBO Company Shares of Home Care: % Value 2018-2022

Table 11 - LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 - Distribution of Home Care by Format: % Value 2017-2022

Table 14 - Distribution of Home Care by Format and Category: % Value 2022

Table 15 - Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-saudi-arabia/report.