



Polishes in Portugal

April 2026

Table of Contents

Polishes in Portugal - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Evolving Lifestyles and Material Shifts Influence Polish Demand

Chart 2 - Pronto Multisurface Sunshine Day Aims to Compete with Surface Care

Main Brands Innovate with Multifunctionality and Sustainability

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?

Main Brands Face Decline Due to Shifting Lifestyles

Shoe Polish to Demonstrate Resilience Amidst Decline

Chart 6 - Forecast Value Sales of Polishes 2020-2030

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

COMPETITIVE LANDSCAPE

F Lima Sa Maintains Lead as Polishes Remains Concentrated

Chart 8 - Company Shares of Polishes 2025

Chart 9 - Brand Shares of Polishes 2025

CHANNELS

Supermarkets Dominates Distribution with Stable Share

Retail E-Commerce Gains Traction Slowly with Convenience

Chart 10 - Retail Channels of Polishes 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 Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Task Simplification of Multifunctional Home Care Driven by Convenience Demand

Chart 19 - Cif Infinite Clean Launches New Format and Formula

Mood-Boosting Ingredients Gain Momentum across Many Home Care Categories

Chart 20 - Ajax Launches Mood-Boosting References in Standard Floor Cleaners

Sustainability Trend Drives Format Innovation

Chart 21 - Harpic Hygienic & Fresh Stick Disk Without Cage or Applicator

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Scent Sophistication and Value-Driven Innovation to Drive Future Home Care Sales

Sustainability and Regulatory Compliance to Shape Future Development

Chart 25 - Analyst Insight for Home Care

Private Label to Gain Traction Amidst Industry Slowdown

Chart 26 - Forecast Value Sales of Home Care 2020-2030

Chart 27 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Reckitt Benckiser Maintain Lead through Innovation

Chart 28 - Company Shares of Home Care 2025

Chart 29 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Dominate Sales through Convenience and Promotions

Retail E-Commerce Grows Slowly as Consumers Prioritise In-Store Shopping

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-portugal/report.