



Polishes in Taiwan

April 2026

Table of Contents

Polishes in Taiwan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

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

2025 Developments

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.