



Polishes in Belgium

April 2026

Table of Contents

Polishes in Belgium - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Decline in Polish Sales Driven by Changing Consumer Preferences

Furniture Polish Remains Largest and Best Performing Category Despite Overall Decline

Channel Shift Reshapes Distribution Landscape for Polishes

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Shun Traditional Polishes for Low-Maintenance Alternatives

Furniture Polish to Remain Dominant Despite Declining Demand

Specialist Channels and E-Commerce Expected to Gain Ground

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance Despite Market Decline

Emerging Players and Channel Shifts Create New Opportunities

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Specialist Channels Gain Share as Traditional Retail Declines

Retail E-Commerce Gains Prominence in Polishes Distribution

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Polishes

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Polishes

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Belgium - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Strong Promotions Drive Growth in Home Care

Chart 18 - Brands Are Multiplying Volume Promotions Such as 1 +1 or 2+ 2

Mood-Boosting Ingredients Drive Fragrance Innovation

Chart 19 - Across Categories, People Are Looking for Good Scent.

Convenience Shape Home Care Trends

Chart 20 - Sprays, Wet Wipes and All-in-1 Formulas Are Outperforming

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Promotions and Innovation Drive Value Growth

Chart 24 - Analyst Insight for Home Care

Innovation and Convenience to Shape Future Trends

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Innovation and Promotions

Innovative Launches and Emerging Players Reshape Market Dynamics

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Remain Dominant Despite E-Commerce Growth

E-Commerce Drives Channel 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-belgium/report.