



# Polishes in Hong Kong, China

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Polishes Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

### INDUSTRY PERFORMANCE

Polishes Continues to Record Declining Volumes

Multifunctionality Trend Reshapes Product Offerings and Consumer Expectations

Changing Consumer Preferences and Lifestyles Impact Sales

Chart 2 - Value Sales of Polishes 2020-2030

Chart 3 - Volume Sales of Polishes 2020-2030

Chart 4 - Value Sales of Polishes by Category 2025

### WHAT'S NEXT?

Declining Volumes, Positive Current Value Growth

Multifunctionality Trend to Reshape Product Offerings

Chart 5 - Forecast Value Sales of Polishes 2020-2030

Chart 6 - Forecast Value Sales of Polishes by Category 2025-2030

### COMPETITIVE LANDSCAPE

Sc Johnson Maintains Dominance with Comprehensive Product Portfolio

Furniture Clinic Drives Multifunctionality in Polish Products

Chart 7 - Furniture Clinic Wood Floor Polish Sets the Standard for Safe, Multifunctional Care

No Significant Mergers or Acquisitions

Chart 8 - Company Shares of Polishes 2025

Chart 9 - Brand Shares of Polishes 2025

### CHANNELS

Supermarkets Remain Dominant Channel for Polishes Sales

Non-Grocery Retailers Play a Role in Polishes Distribution

Chart 10 - Analyst Insight for Polishes

Retail E-Commerce Plays Niche Role in Polishes Sales

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 Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Mood-Boosting Ingredients Reshape Consumer Expectations

Sustainability and Health Drive Dynamic Growth in Surface Care

Health and Wellness Reshaping Home Care Consumer Choices

Chart 20 - Lam Soon Elevates Dishwashing with Axe Plus+ Featuring Hyaluronic Acid for Skin-Friendly Cleaning

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?

Consumers to Drive Demand for Multifunctional and Eco-Friendly Products

Eco-Friendly and Multifunctional Trends Shape Business Strategies

Sustainability to Become a Core Expectation

Chart 24 - Seventh Generation Launches Fragrance-Free Dishwasher Cleaner with Eco-Friendly Features"

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Established Players Maintain Their Leading Positions through Innovation and Brand Equity

Health and Wellness Drives Premiumisation and Innovation

Chart 27 - Kao Launches New Hypoallergenic Floor Cleaner under Magiclean Brand in Hong Kong

No Significant Mergers or Acquisitions

Chart 28 - Company Shares of Home Care 2025

Chart 29 - Brand Shares of Home Care 2025

### CHANNELS

Physical Stores Lead Home Care Sales Thanks to Their Wide Assortments

E-Commerce Grows as Complementary Channel with Premium Offerings

Omnichannel Strategies Key to Future Success in Home Care

Chart 30 - Analyst Insight for Home Care

Chart 31 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

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-hong-kong-china/report](http://www.euromonitor.com/polishes-in-hong-kong-china/report).