



Polishes in Sri Lanka

April 2026

Table of Contents

Polishes in Sri Lanka - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

INDUSTRY PERFORMANCE

Growing demand for polishes drives sales in Sri Lanka

Shoe polish drives growth in polishes market

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Premium Polishes with Rising Incomes

Shoe Polish Remains the Best Performing Subcategory

Premiumisation and Urbanisation Shape Future of Polishes Demand

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc Maintains Lead Despite Declining Share

Opportunities Emerge for Businesses to Innovate and Expand

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Polishes Sales with Strong Presence

Non-Grocery Retailers Gain Traction with Diverse Offerings

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Polishes

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Polishes

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Sri Lanka - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Value-Driven Promotions Drive Sales in Challenging Economic Conditions

Laundry Care Dominates Market Share with Essential Products

Chart 17 - Brands Drive Value With Budget-Friendly Multi-Pack And Refill Promotions

Brands Innovate with Refill Packs and Multi-Packs to Boost Sales

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Affordable and Convenient Solutions

Chart 21 - Analyst Insight for Home Care

Laundry Care to Maintain Dominance as Toilet Care Grows Rapidly

Hygiene Education and Sustainability to Shape the Future of Home Care

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Sri Lanka Ltd and Reckitt Benckiser (Lanka) Ltd Maintain Lead with Strong Brands

New Product Launches Succeed through Strategic Marketing

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Grocery Retailers Drive Sales through Promotions

Retail E-Commerce Gains Traction with Younger Urban Consumers

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-sri-lanka/report.