



Polishes in Brazil

April 2026

Table of Contents

Polishes in Brazil - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Modern Households Switch to Multifunctional Home Care, Driving Down Demand for Polishes

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Modern Households Switch to Multifunctional Home Care, Driving Down Demand for Polishes

Mood-Boosting Ingredients Drive Innovation and Retain Consumers

Chart 2 - Many of K & M's Polishes Carry Fragrance Claims

Metal Polish Drives Positive Demand with Premiumisation

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?

Despite Potential for Premium Products, Modern Lifestyles Will Impact Overall Demand

Floor Polish to Retain Highest Value but Volume Decline Will Continue

Fragrance-Led Innovation to Shape Future Sales

Chart 6 - Forecast Value Sales of Polishes 2020-2030

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

COMPETITIVE LANDSCAPE

Leading Brands Maintain Share Despite Rising Regional Competition

Chart 8 - Company Shares of Polishes 2025

Chart 9 - Brand Shares of Polishes 2025

CHANNELS

Grocery Retailers Lead Distribution of Polishes with Strong Supermarket Presence

Retail E-Commerce Grows as Consumers Seek Convenience and Variety

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 Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

Practical Efficiency Drives Home Care Sales

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Practical Efficiency Drives Home Care Sales

Chart 18 - Bombril Highlights Multifunctionality of Limpol

Mood-Boosting Ingredients Become Key Differentiator

Chart 19 - Coala Focuses on Sophisticated Aromas

Regional Resilience and Strategic Expansion

Chart 20 - Girando Sol Gains Strength to Pressure Major Brands

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?

Market Adaptation and Value-Driven Growth

Chart 24 - Analyst Insight for Home Care

Established Stability and the Multifunctional Shift

Sensorial Experiences to Shape Industry Trends

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

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

COMPETITIVE LANDSCAPE

Multinationals Maintain Lead Amidst Rising Regional Competition

Emerging Companies Capitalise on Regional Preferences and Innovation

Chart 27 - Company Shares of Home Care 2025

Chart 28 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Drive Distribution through Supermarkets and Small Local Grocers

Retail E-Commerce Gains Traction with Convenience and Competitive Prices

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-brazil/report.