



Polishes in Australia

May 2026

Table of Contents

Polishes in Australia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sales Remain Flat as Convenience Innovations Drive Category Shift

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Sales Remain Flat as Convenience Innovations Drive Category Shift

Evolving Product Formats Redefine Polish Offerings for Convenience and Premium Care

Chart 2 - Evolving Product Formulas

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Drive Growth with Sustainable and Convenient Solutions

Premium Offerings Set to Capitalise on Consumer Willingness to Pay More

Sustainability Requirements and E-Commerce Will Reshape Competitive Landscape

Chart 6 - Analyst Insight for Polishes

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt and Sc Johnson Dominate Polishes through Innovation

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Channel Maintains Dominance as E-Commerce Gains Share for Premium Products

Chart 11 - Retail Channels 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 Australia - Industry Overview](#)

EXECUTIVE SUMMARY

Evolving Product Formats Drive Home Care Growth Amid Economic Pressures

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Evolving Product Formats Drive Home Care Growth Amid Economic Pressures

Chart 20 - Ozkleen Introduced its Newest Dishwashing Gel Product

Private-Label Expansion Reshapes Competitive Dynamics

Chart 21 - Woolworths and Other Retailers Expand their Private Label Lines

Sustainability Initiatives Gain Traction across Categories

Chart 22 - Earth Choice Launched Biodegradable Dishwashing Detergent Sheets

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Multifunctional Product Demand

Sustainability to Reshape Product Portfolios and Consumer Expectations

Chart 26 - Analyst Insight for Home Care

E-Commerce and Private Label Drive Market Dynamics

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Divestiture

Divestiture Reshapes Competitive Dynamics

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets Channel Maintains Dominance as E-Commerce Enjoys Further Growth

Bunnings and Chemist Warehouse Lead Emerging Retail Concepts

Chart 31 - Retail Channels 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

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-australia/report.