



# Polishes in Lebanon

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Inflation Driving Current Value Growth in Polishes

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

### INDUSTRY PERFORMANCE

Inflation Driving Current Value Growth in Polishes

Floor Polish the Most Dynamic Product Type

Evolving Product Formats Reshape Polish Demand

Chart 2 - Silver Debuts Foam Polish with Built In Brush

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

### WHAT'S NEXT?

Convenience and Multifunctionality to Drive Sales of Polishes

Shoe Polish Will Remain Dominant

Innovative Product Formats and Digital Presence to Shape Future

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Cigir Kimya and Sc Johnson Lead Polishes

Divestment Could Reshape Competitive Dynamics

Chart 8 - Analyst Insight for Polishes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

### CHANNELS

Small Local Grocers Drive Sales with Accessible Locations

Retail E-Commerce Gains Traction Slowly with Growing Demand

Traditional Retail Formats Remain Dominant Despite E-Commerce Growth

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 Lebanon - Industry Overview](#)

### EXECUTIVE SUMMARY

Consumers Shift to Affordable Home Care Solutions

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Consumers Shift to Affordable Home Care Solutions

Spinneys and Local Players Drive Private Label Growth

Chart 20 - Spinneys Launches Essentials Surface Cleaner

Evolving Product Formats Reshape Home Care Landscape

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

### WHAT'S NEXT?

Affordable Essentials to Drive Home Care Sales in Lebanon

Laundry Care to Maintain the Largest Share Despite Economic Challenges

Wellness-Orientated Products to Gain Traction with Affordable Pricing

Chart 24 - Analyst Insight for Home Care

Chart 25 - Odex Bleach with New Fragrance Infused Formats

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Top Players Maintain Their Leading Positions

Private Label and Local Brands Gain Ground

Strategic Mergers and Acquisitions Reshape Competitive Dynamics

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

### CHANNELS

Small Local Grocers Dominate Sales through Accessibility and Convenience

Retail E-Commerce Grows Gradually, Driven by Urban Consumers

No Emerging Retail Brands or Concepts Reported for 2026

Chart 30 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-lebanon/report](http://www.euromonitor.com/polishes-in-lebanon/report).