



Polishes in Kuwait

May 2026

Table of Contents

[Polishes in Kuwait - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rising Median Disposable Income Fuels Demand for Polishes

INDUSTRY PERFORMANCE

Rising Median Disposable Income Fuels Demand for Polishes

Shoe Polish Drives Sales in Polishes, While Floor Polish Experiences Dynamic Growth

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Disposable Income Expected to Drive Growth in Polishes Sales

Shoe Polish Set to Maintain Dominance, While Floor Polish Continues to Be the Most Dynamic

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ozden Kimya Ltd Maintains Lead with Slight Share Decline

New Entrants and Product Launches Drive Market Dynamics

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Hypermarkets Drives Sales Growth with Wide Product Ranges

Convenience and Competitive Pricing Fuel E-Commerce Growth

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 Kuwait - Industry Overview](#)

EXECUTIVE SUMMARY

Home Care Sales Driven by Economic Factors

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Home Care Sales Driven by Economic Factors

Health Concerns Drive Premium Laundry Care Sales

Chart 17 - Delicate Baby Laundry Detergents Have Growing Presence in the Kuwaiti Market

Evolving Product Formats Fuel Growth in Laundry Care

Chart 18 - Kwik Household Super Gel Multi Action Cleaner Is an Ideal Example for the Multifunctionality Trend

Chart 19 - Laundry Pods Are Picking Momentum in the Kuwaiti Laundry Market

Multifunctionality Simplifies Cleaning Routines

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce to Drive Growth with Fast Delivery and Convenience

Laundry Care to Maintain Position with Multifunctional, Evolving Formats

Chart 23 - Analyst Insight for Home Care

Premiumisation and Efficiency Set to Drive Business Growth

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leads with Strong Portfolio and Innovation

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominates Home Care Sales in Kuwait

E-Commerce Poses Moderate Competition to Retail Offline

Chart 28 - Retail Channels 2020-2025

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-kuwait/report.