

Polishes - Pakistan

<https://marketpublishers.com/r/PCADE8CB801EN.html>

Date: June 2010

Pages: 14

Price: US\$ 990.00 (Single User License)

ID: PCADE8CB801EN

Abstracts

Improvements in the image and awareness of polishes have led to increased usage of this category of products among the urban middle and upper classes. This consumer base is very small but economically powerful, which led to this group suffering less from the effects of the economic crisis than the general population of Pakistan.

Euromonitor International's Polishes in Pakistan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care industry;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary

High Volatility in Unit Prices Defines Market Trends

Need for A Wider Consumer Base

International Brands Preferred by Consumers

Increased Popularity of Supermarkets and Other Large-scale Retail Formats

Growth in Value Sales, Slump in Volume Sales

Market Indicators

Table 1 Households 2004-2009

Market Data

Table 2 Sales of Home Care by Sector: Value 2004-2009

Table 3 Sales of Home Care by Sector: % Value Growth 2004-2009

Table 4 Home Care Company Shares 2005-2009

Table 5 Home Care Brand Shares 2006-2009

Table 6 Sales of Home Care by Distribution Format: % Analysis 2004-2009

Table 7 Sales of Home Care by Sector and Distribution Format: % Analysis 2009

Table 8 Forecast Sales of Home Care by Sector: Value 2009-2014

Table 9 Forecast Sales of Home Care by Sector: % Value Growth 2009-2014

Definitions

Summary 1 Research Sources

Dada Enterprises

Strategic Direction

Key Facts

Summary 2 Dada Enterprises: Key Facts

Summary 3 Dada Enterprises: Operational Indicators

Company Background

Production

Summary 4 Dada Enterprises: Production Statistics 2008

Competitive Positioning

Summary 5 Dada Enterprises: Competitive Position 2009

Garibsons (pvt) Ltd

Strategic Direction

Key Facts

Summary 6 Garibsons (Pvt) Ltd: Key Facts

Summary 7 Garibsons (Pvt) Ltd: Operational Indicators

Company Background

Production

Summary 8 Garibsons (Pvt) Ltd: Production Statistics 2008

Competitive Positioning

Summary 9 Garibsons (Pvt) Ltd: Competitive Position 2008

Sufi Soap & Chemical Industries (pvt) Ltd

Strategic Direction

Key Facts

Summary 10 Sufi Soap & Chemical Industries (Pvt) Ltd: Key Facts

Summary 11 Sufi Soap & Chemical Industries (Pvt) Ltd: Operational Indicators

Company Background

Production

Summary 12 Sufi Soap & Chemical Industries (Pvt) Ltd: Production Statistics 2008

Competitive Positioning

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 10 Sales of Polishes by Subsector: Value 2004-2009

Table 11 Sales of Polishes by Subsector: % Value Growth 2004-2009

Table 12 Polishes Company Shares 2005-2009

Table 13 Polishes Brand Shares 2006-2009

Table 14 Forecast Sales of Polishes by Subsector: Value 2009-2014

Table 15 Forecast Sales of Polishes by Subsector: % Value Growth 2009-2014

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