

# **India Furniture Polish Market, By Type (Aerosol Polish, Liquid Polish and Semi-Solid Polish), By Source (Polyurethane, Melamine, Polyester, PU Alkyd Resin, Nitrocellulose, Lacquer, Others), By Distribution Channel (Direct, Distributors, Wholesalers, Specialty Store, Online, Others), By Application (Residential & Commercial), By Region (North, West, South and East), Competition, Forecast and Opportunities, 2025**

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## **Abstracts**

India furniture polish market was valued at around \$ 875 million in 2019 and is projected to surpass \$ 1.44 billion by 2025, owing to the increasing construction activities coupled with rising working-class population in the country. In addition, supportive government programs such as Smart City Mission is further going to surge demand for furniture polish in the coming years. However, current COVID-19 pandemic has dented the country's furniture polish market demand due to shifting focus towards essential goods coupled with disruption in trade flow as well as logistics and manpower constraints due to lockdown measures. Considering ease in lockdown and increasing focus to recover from this pandemic situation, the market is expected to witness a U pattern demand recovery.

Growing population, increasing income levels and rising inclination among families towards spacious and expensive furniture installations, which require periodical maintenance, necessitates the use of furniture polish. Furniture polish market further has been driven by availability of multiple product offerings as well as evolving product quality such as water-based furniture polish developed by some manufacturers such as

## Asian Paints.

Furniture polish market is segmented by type, by source, by distribution channel, by application and by region. In terms of Type segment, the market is fragmented into liquid, semi-solid and aerosol type, of which, liquid furniture polish segment held the largest share in India furniture polish market in 2019 and the segment is projected to maintain its dominance through 2025 as well on account of growing demand for low VOC polishes. However, aerosol furniture polish market is also anticipated to exhibit healthy growth during the forecast period. By source, the market is fragmented into PU (Polyurethane), Melamine, Polyester, PU Alkyd Resin, lacquer and Nitrocellulose Finish. PU Finish grabbed the largest market share as it is preferred due to its availability in multiple shades. However, Melamine Finish, owing to its lesser cost and high durability, is also experiencing high growth in India.

Major players operating in India furniture polish market include ICA Pidilite Private Limited, Sirca Paints India Limited, Asian Paints Limited, AkzoNobel N.V., MRF Limited, Jubilant Agri and Consumer Products Ltd., Kansai Nerolac Paints Limited, Kupsa Coatings Pvt. Ltd., among others. Other players include Sealed Air India, Yashada Chemicals Pvt. Ltd., Goodluck Oil & Paint Works, Sheenlac Paints Limited and Ayush Industries.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To outline, classify and estimate the India Furniture Polish market on the basis of type, source, application and regional distribution.

To study and forecast the India market size of the Furniture Polish market.

To project the size of Furniture Polish market, in terms of value and volume, with respect to key types such as Aerosol Polish, Liquid Polish and Semi-Solid Polish.

To understand the regional market structure of Furniture Polish market, the India Furniture Polish market is segmented in four regions, namely – North India, West India, South India and East India.

To identify the detailed information about the prime factors affecting India Furniture Polish market.

To evaluate competitor pricing, average market selling prices and margins in the India Furniture Polish market.

To examine competitive developments such as expansions, plant capacity, government policy and investments, in the India Furniture Polish market.

To strategically profile the leading players in the market which are involved in the manufacturing and supply of Furniture Polish in India.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading Furniture Polish manufacturers across India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the company personnel were also enquired about their key products, manufacturing plant location, prices of products and competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the types, applications, distribution network, and regional presence of all major Furniture Polish manufacturers across the country.

TechSci Research calculated the market size for India furniture polish using a bottom-up approach, where manufacturers' value sales data for standard types (Aerosol Polish, Liquid Polish and Semi-Solid Polish) were recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources, secondary sources directories, databases such as Indian Paint and Coating

Association (IPCA), company annual reports, white papers, investor presentations and financial reports were also used by the TechSci Research.

#### Key Target Audience:

Furniture Polish manufacturers, suppliers, distributors and other stakeholders

Trade associations, organizations, forums and alliances related to furniture polish market

Government bodies such as regulating authorities and policy makers

Market research and consulting firm

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as Furniture Polish manufacturers, distributors and dealers, customers and policy makers, about which market segments should be targeted over the coming years (next two to five years) in order to strategize investments and capitalize on the growth of the market segment.

#### Report Scope:

In this report, the Furniture Polish has been segmented into the following categories in addition to the industry trends which have also been detailed below:

##### Market, by Type:

Liquid Polish

Semi-Solid Polish

Aerosol Polish

##### Market, by Source

Polyurethane Finish

Melamine Finish

Polyester

PU Alkyd Resin

Nitrocellulose Finish

Lacquer

Market, by Distribution Channel

Direct

Distributors

Wholesalers

Specialty Store

Online

Market, by Application:

Residential

Commercial

Market, by Region:

North

West

South

East

Competitive Landscape

**Competition Benchmarking:** Benchmarking of leading 10 players on the basis of product portfolio, production plants, market pricing, sales footprint, target customer types, etc.

**Company Profiles:** Detailed analysis of the major companies present in the Furniture Polish market.

**Available Customizations:**

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Channel Partner Analysis**

Detailed list of distributors and dealers across all major countries.

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

**Customer Profiling**

List of major customers of Furniture Polish and List of current suppliers of Furniture Polish.

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. ANALYST VIEW

### 4. INDIA FURNITURE POLISH MARKET OUTLOOK

#### 4.1. Demand & Supply Analysis

#### 4.2. Market Size & Forecast 2015-2025

##### 4.2.1. By Value

##### 4.2.2. By Volume

#### 4.3. Market Share & Forecast

##### 4.3.1. By Type (Aerosol Polish, Liquid Polish and Semi-Solid Polish)

##### 4.3.2. By Source (Polyurethane Finish, Melamine Finish, Polyester, PU Alkyd Resin, Nitrocellulose Finish, Lacquer, Others)

##### 4.3.3. By Distribution Channel (Direct, Wholesalers, Distributors, Specialty Store, Online, Others)

##### 4.3.4. By Application (Residential & Commercial)

##### 4.3.5. By Region (North, West, South and East)

##### 4.3.6. By Company

#### 4.4. Market Attractiveness Index

### 5. NORTH INDIA FURNITURE POLISH MARKET OUTLOOK

#### 5.1. Market Size & Forecast

##### 5.1.1. By Value

##### 5.1.2. By Volume

#### 5.2. Market Share & Forecast

##### 5.2.1. By Type

##### 5.2.2. By Source

##### 5.2.3. By Distribution Channel

##### 5.2.4. By Application

### 6. SOUTH INDIA FURNITURE POLISH MARKET OUTLOOK

#### 6.1. Market Size & Forecast

- 6.1.1. By Value
- 6.1.2. By Volume
- 6.2. Market Share & Forecast
  - 6.2.1. By Type
  - 6.2.2. By Source
  - 6.2.3. By Distribution Channel
  - 6.2.4. By Application

## **7. WEST INDIA FURNITURE POLISH MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
  - 7.1.2. By Volume
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Source
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Application

## **8. EAST INDIA FURNITURE POLISH MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
  - 8.1.2. By Volume
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By Source
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Application

## **9. VALUE CHAIN ANALYSIS**

## **10. PRICING ANALYSIS**

## **11. RAW MATERIAL ANALYSIS**

## **12. MARKET DYNAMICS**

- 12.1. Drivers



## 12.2. Challenges

## 13. MARKET TRENDS & DEVELOPMENTS

## 14. IMPORT-EXPORT ANALYSIS

## 15. POLICY & REGULATORY LANDSCAPE

## 16. INDIA ECONOMIC PROFILE

## 17. COMPETITIVE LANDSCAPE

### 17.1. Competition Benchmarking

### 17.2. Company Profiles

17.2.1. ICA Pidilite Industries Limited

17.2.2. Sirca Paints India Limited

17.2.3. Asian Paints Limited

17.2.4. AkzoNobel N.V.

17.2.5. Kansai Nerolac Paints Ltd.

17.2.6. Goodluck Oil & Paint Works

17.2.7. Sheenlac Paints Ltd.

17.2.8. Sealed Air India

17.2.9. Yashada Chemicals Pvt. Ltd.

17.2.10. Jubilant Agri and Consumer Products Ltd.

## 18. STRATEGIC RECOMMENDATIONS

## List Of Tables

### LIST OF TABLES

Table 1: India Core Industry Growth Rate at Constant Prices, 2016-2019 (%)

Table 2: Government Policies Aiding India Real-Estate Industry

Table 3: Upcoming Hotel Projects in India, By Existing Hotels and Planned Hotels, By Expected Timeline of Execution of Projects, 2020

Table 4: Release of Funds Under Smart City Mission, By Major State/UT, 2019 (USD Million)

Table 5: Real Estate Investment in Maharashtra and Gujarat, USD Million (2020-2025)

## List Of Figures

### LIST OF FIGURES

Figure 1: India Furniture Polish Market Size, By Value (USD Million), 2015-2025F

Figure 2: India Furniture Polish Market Size, By Volume (Tonnes), 2015-2025F

Figure 3: India Furniture Polish Market, By Type, By Volume (Tonnes), 2015-2025F

Figure 4: India Furniture Polish Market, By Source, By Volume (Tonnes), 2015-2025F

Figure 5: India Furniture Polish Market, By Distribution Channel, By Volume (Tonnes), 2015-2025F

Figure 6: India Furniture Polish Market, By Application, By Value (USD Million), 2015-2025F

Figure 7: India Furniture Polish Market Size, By Region (USD Million), 2015-2025F

Figure 8: West India Furniture Polish Market, By Value (USD Million), 2015-2025F

Figure 9: West India Furniture Polish Market, By Volume (Tonnes), 2015-2025F

Figure 10: West India Furniture Polish Market, By Type, By Volume (Tonnes), 2015-2025F

Figure 11: West India Furniture Polish Market, By Source, By Volume (Tonnes), 2015-2025F

Figure 12: West India Furniture Polish Market, By Distribution Channel, By Volume (Tonnes), 2015-2025F

Figure 13: West India Furniture Polish Market, By Application, By Value (USD Million), 2015-2025F

Figure 14: North India Furniture Polish Market, By Value (USD Million), 2015-2025F

Figure 15: North India Furniture Polish Market, By Volume (Tonnes), 2015-2025F

Figure 16: North India Furniture Polish Market, By Type, By Volume (Tonnes), 2015-2025F

Figure 17: North India Furniture Polish Market, By Source, By Volume (Tonnes), 2015-2025F

Figure 18: North India Furniture Polish Market, By Distribution Channel, By Volume (Tonnes), 2015-2025F

Figure 19: North India Furniture Polish Market, By Application, By Value (USD Million), 2015-2025F

Figure 20: South India Furniture Polish Market, By Value (USD Million), 2015-2025F

Figure 21: South India Furniture Polish Market, By Volume (Tonnes), 2015-2025F

Figure 22: South India Furniture Polish Market, By Type, By Volume (Tonnes), 2015-2025F

Figure 23: South India Furniture Polish Market, By Source, By Volume (Tonnes), 2015-2025F

Figure 24: South India Furniture Polish Market, By Distribution Channel, By Volume (Tonnes), 2015-2025F

Figure 25: South India Furniture Polish Market, By Application, By Value (USD Million), 2015-2025F

Figure 26: East India Furniture Polish Market, By Value (USD Million), 2015-2025F

Figure 27: East India Furniture Polish Market, By Volume (Tonnes), 2015-2025F

Figure 28: East India Furniture Polish Market, By Type, By Volume (Tonnes), 2015-2025F

Figure 29: East India Furniture Polish Market, By Source, By Volume (Tonnes), 2015-2025F

Figure 30: East India Furniture Polish Market, By Distribution Channel, By Volume (Tonnes), 2015-2025F

Figure 31: East India Furniture Polish Market, By Application, By Value (USD Million), 2015-2025F

## **COMPANIES MENTIONED**

- 1.ICA Pidilite Industries Limited
- 2.Sirca Paints India Limited
- 3.Asian Paints Limited
- 4.AkzoNobel N.V.
- 5.Kansai Nerolac Paints Ltd.
- 6.Goodluck Oil & Paint Works
- 7.Sheenlac Paints Ltd.
- 8.Sealed Air India
- 9.Yashada Chemicals Pvt. Ltd.
- 10.Jubilant Agri and Consumer Products Ltd.

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