

**Euromonitor study of the market for  
household polishes, including shoe polish products**

1. A study by Euromonitor (Euromonitor Market Research Great Britain, vol XXXI, October 1990) examined the market in 1989 in the United Kingdom for household polishes, including those used on furniture and floors, on footwear and also those used for polishing metal. Shoe polish was found to be the largest of these three, with total sales in 1989 of £30 million at suppliers' suggested retail prices, and this market was also expected by Euromonitor to remain the most stable of the three. Liquid shoe polishes were said to have been a particular growth area in the years leading up to the study. The footwear market itself was said to exhibit growth trends which were favourable to sales of shoe polish, with the use of leather shoes increasing relative to synthetic materials, thereby increasing consumer demand for traditional paste polishes. The introduction of new suede cleaners and the increased popularity of convenience shoe polish products such as liquid polishes with applicators, sponges and impregnated cloths were also said to have stimulated overall demand for shoe polish products.

2. The Euromonitor study found that Reckitt & Colman was the dominant supplier of shoe polishes in the United Kingdom, with a market share of 33 per cent. Sara Lee was found to be the second largest supplier with 24 per cent of the market: Sara Lee was also said to be the only supplier of shoe polishes that was advertising its products to any great extent (with advertising expenditure of £426,000 in 1989/90). The third largest supplier was said by Euromonitor to be Punch with a market share of 18 per cent by value. S C Johnson, with its One-Step sponge product, was the next largest supplier having 10 per cent of the market; and other suppliers (unnamed) were said to hold 15 per cent.