

## **Bleach in France**

Market Direction | 2023-01-25 | 17 pages | Euromonitor

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### **Report description:**

The retail volume of bleach continues to decline in 2022, following atypical strong growth in 2020 due to the onset of the pandemic which boosted demand for strong disinfectants. However, the rate of the retail volume decline is slower than initially expected, as rising living costs have led to renewed consumer interest in using bleach - despite rising concerns over its impact on health and the environment. Faced with skyrocketing prices for essentials such as food, consumers with lower disposab...

Euromonitor International's Bleach in France 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 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the Bleach market;
- \* 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 40 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, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

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## List Of Contents And Tables

### BLEACH IN FRANCE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Cost of living crisis inspires low-income consumers to use cheap and effective bleach, thus slowing the rate of volume decline

Health and sustainability concerns continue to push both manufacturers and consumers away from bleach

Colgate-Palmolive's La Croix brand remains unchallenged in bleach

#### PROSPECTS AND OPPORTUNITIES

The negative perception of bleach will drive value and volume declines

Competition from alternative surface care products will pose a challenge to bleach sales

Leading players are slowly phasing out bleach from their formulas

#### CATEGORY DATA

Table 1 Sales of Bleach: Value 2017-2022

Table 2 Sales of Bleach: % Value Growth 2017-2022

Table 3 NBO Company Shares of Bleach: % Value 2018-2022

Table 4 LBN Brand Shares of Bleach: % Value 2019-2022

Table 5 Forecast Sales of Bleach: Value 2022-2027

Table 6 Forecast Sales of Bleach: % Value Growth 2022-2027

### HOME CARE IN FRANCE

#### EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 7 Households 2017-2022

#### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 Research Sources

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