

Surface Care in France

Market Direction | 2023-01-25 | 23 pages | Euromonitor

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Report description:

The strong growth of surface care at the height of the pandemic lockdowns in 2020 was short-lived, with declines in both value and volume sales following, before normalisation starts to resume in 2022. However, whilst value has returned to a positive growth figure, volume is proving to be more sluggish and remains in a small decline. This trend is due to two main factors - many consumers stockpiled products during the lockdown era and thus still have a stock of such items to use; and there has b...

Euromonitor International's Surface Care 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.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface Care 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.

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reliable information resources to help drive informed strategic planning.

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SURFACE CARE IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume declines in 2022 following strong growth in 2020 and moderate growth in 2021

Private label gains shares in surface care, as consumers are less attentive to the added value of many generic products in the category

Le Briochin expands its "green" product offering with the launch of multi-surface powder cleaners

PROSPECTS AND OPPORTUNITIES

Surface care likely to experience a decline over the next five years, as sales patterns continue to normalise following the atypical pandemic period

Multifunctionality, affordability and convenience will remain top of consumers' expectations

The penetration of sustainable products will increase over the forecast period

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