

Toilet Care in France

Market Direction | 2023-01-25 | 18 pages | Euromonitor

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Report description:

Toilet care is facing a similar situation to other home care categories, in the sense that consumers are spending less time at home than during the pandemic era, thus are cleaning less frequently and this is placing downwards pressure on sales. Toilet care products was also one area in which consumers stockpiled during the pandemic, as they placed a stronger emphasis on both home and personal cleanliness and hygiene. Therefore, following the pandemic era boost to sales, it was inevitable that a...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- * Get a detailed picture of the Toilet 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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Slow penetration of "green" products in toilet care hampers growth

Convenience, efficacy, and functionalities remain key purchasing determinants

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