

Bleach in France

Market Direction | 2024-02-21 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sales of bleach declined in retail volume terms in 2023 with value growth largely due to price rises rather than an increase in demand. Nonetheless, while volume sales continued to decline in 2023 this was at a slower pace than 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 disposable incomes have been re...

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 2028 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:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

BLEACH IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in value due to Multi-purpose cleaners but

Health and sustainability concerns limiting demand for bleach

La Croix continues to dominate but private label providing stiff competition

PROSPECTS AND OPPORTUNITIES

Bleach sales expected to go down the drain due to negative image

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

Leading players are slowly phasing out bleach from their portfolios

CATEGORY DATA

Table 1 Sales of Bleach: Value 2018-2023

Table 2 Sales of Bleach: % Value Growth 2018-2023

Table 3 NBO Company Shares of Bleach: % Value 2019-2023

Table 4 LBN Brand Shares of Bleach: % Value 2020-2023

Table 5 Forecast Sales of Bleach: Value 2023-2028

Table 6 Forecast Sales of Bleach: % Value Growth 2023-2028

HOME CARE IN FRANCE

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2018-2023

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Bleach in France

Market Direction | 2024-02-21 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com