

Surface Care in France

Market Direction | 2024-02-21 | 24 pages | Euromonitor

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Report description:

2023 was a tough year for sales of surface care with volume sales declining while value growth was due to price increases rather than an increase in demand. With consumers' disposable income being squeezed they were forced to rationalise their spending which meant many people purchased fewer surface care products and used them more sparingly where possible. Task-specific products such as bathroom, oven and kitchen cleaners were particularly hard hit with multi-purpose cleaners fairing slightly 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 2028 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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Euromonitor International
February 2024

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Trend towards more traditional products carried by inflationary pressures

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