

## **Toilet Care in France**

Market Direction | 2024-02-21 | 19 pages | Euromonitor

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### **Report description:**

Toilet care was one of the few categories to see growth in retail volume terms in 2023. Rim blocks saw a return to growth in 2023 with sales benefiting from the convenience of these products as consumers returned to busy lifestyles away from the home. In current value terms, rim blocks saw particularly strong growth fuelled by widespread inflation-driven price rises.

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 2028 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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Environmental concerns put on hold as consumers are forced to look for the best value

Leading brands see mixed results in 2023 as competition from private label grows

#### PROSPECTS AND OPPORTUNITIES

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