

Wipes in France

Market Direction | 2024-03-05 | 26 pages | Euromonitor

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Report description:

Wipes overall saw current value sales flatline in France in 2023. General purpose wipes declined deeply in both volume and current value terms, with pandemic-inspired habits falling away. Though local consumers continue to wash their hands more frequently than pre-pandemic, the use of wipes to clean hands has not stuck. Inflationary pressures hit wipes hard and both volume and current value sales plummeted throughout most of the category with little opportunity for players to raise unit prices a...

Euromonitor International's Wipes in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- * Get a detailed picture of the Wipes 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.

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