

## **Bleach in France**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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### **Report description:**

France's bleach market continued to face significant challenges in 2024 as local consumers increasingly turned to cheaper and safer alternatives. Multi-purpose cleaners - especially those made with traditional ingredients like vinegar, baking soda and black soap - have grown in popularity, posing strong competition to bleach. These products appeal to consumers who prioritise safety and natural formulations, further diminishing bleach's role in the cleaning aisle.

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 2029 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.

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