

Toilet Care in France

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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Report description:

France's toilet care market maintained a stable performance in 2024 due to its products being seen as essential within a relatively steady market. The toilet care category's essential nature limits opportunities for substitution, particularly in the liquids segment, where consumers prioritise reliability. Bleach remains the only feasible substitute, typically used in diluted forms.

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 2029 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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