

Household Products in France to 2013

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Abstracts

Introduction

This databook provides key data and information on the household products market in France. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

*Contains information on: textile washing, dishwashing, general purpose cleaners, insecticides, air fresheners, bleach, scouring, toilet care & furniture polish

*Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

*Category level company and brand share as well as distribution share information for 2007 and 2008

*Review of the top two companies within the household products market, including company overview, key facts and business description

Highlights

The market for household products in France increased at a compound annual growth rate of 1% between 2003 and 2008.

The textile washing products category led the household products market in France,

accounting for a share of 50.1%.

Leading players in French household products market include Procter & Gamble Company, The, Henkel KGaA and Unilever.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the household products market in France

*Design effective marketing and sales strategies by identifying key market categories and segments

*Identify key players within the market to plan lucrative M&A, partnerships and agreements

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: household products
Summary category level: toilet care
Summary category level: furniture polish
Summary category level: insecticides
Summary category level: textile washing products
Summary category level: scouring products
Summary category level: general purpose cleaners
Summary category level: air fresheners
Summary category level: bleach
Summary category level: dishwashing products

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 MARKET OVERVIEW

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 4 LEADING COMPANY PROFILES

The Procter & Gamble Company
Henkel AG & Co. KGaA

CHAPTER 5 CATEGORY ANALYSIS: TOILET CARE

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 CATEGORY ANALYSIS: FURNITURE POLISH

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: INSECTICIDES

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: TEXTILE WASHING PRODUCTS

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13

Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 CATEGORY ANALYSIS: SCOURING PRODUCTS

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 10 CATEGORY ANALYSIS: GENERAL PURPOSE CLEANERS

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 11 CATEGORY ANALYSIS: AIR FRESHENERS

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08

Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 12 CATEGORY ANALYSIS: BLEACH

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 13 CATEGORY ANALYSIS: DISHWASHING PRODUCTS

Value analysis (Euro), 2003-08
Value analysis (Euro), 2008-13
Value analysis (US dollars), 2003-08
Value analysis (US dollars), 2008-13
Volume analysis, 2003-08
Volume analysis, 2008-13
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 14 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 15 PESTLE ANALYSIS

Summary
Political analysis

Economic analysis
Social analysis
Technology analysis
Legal analysis
Environmental analysis

CHAPTER 16 NEW PRODUCT DEVELOPMENT

Product launches over time
Recent product launches

CHAPTER 17 MACROECONOMIC PROFILE

Macroeconomic indicators

CHAPTER 18 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 19 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Household products, France, value by category (€m), 2003-13
- Figure 2: Household products, France, category growth comparison, by value, 2003-13
- Figure 3: Household products, France, volume by category (units/liters, million), 2003-13
- Figure 4: Household products, France, category growth comparison, by volume, 2003-13
- Figure 5: Household products, France, company share by value (%), 2007-08
- Figure 6: Household products, France, distribution channels by value (%), 2007-08
- Figure 7: Toilet care, France, value by segment (€m), 2003-13
- Figure 8: Toilet care, France, category growth comparison, by value, 2003-13
- Figure 9: Toilet care, France, volume by segment (units, million), 2003-13
- Figure 10: Toilet care, France, category growth comparison, by volume, 2003-13
- Figure 11: Toilet care, France, company share by value (%), 2007-08
- Figure 12: Toilet care, France, distribution channels by value (%), 2007-08
- Figure 13: Furniture polish, France, value by segment (€m), 2003-13
- Figure 14: Furniture polish, France, category growth comparison, by value, 2003-13
- Figure 15: Furniture polish, France, volume by segment (units, million), 2003-13
- Figure 16: Furniture polish, France, category growth comparison, by volume, 2003-13
- Figure 17: Furniture polish, France, company share by value (%), 2007-08
- Figure 18: Furniture polish, France, distribution channels by value (%), 2007-08
- Figure 19: Insecticides, France, value by segment (€m), 2003-13
- Figure 20: Insecticides, France, category growth comparison, by value, 2003-13
- Figure 21: Insecticides, France, volume by segment (units/liters, million), 2003-13
- Figure 22: Insecticides, France, category growth comparison, by volume, 2003-13
- Figure 23: Insecticides, France, company share by value (%), 2007-08
- Figure 24: Insecticides, France, distribution channels by value (%), 2007-08
- Figure 25: Textile washing products, France, value by segment (€m), 2003-13
- Figure 26: Textile washing products, France, category growth comparison, by value, 2003-13
- Figure 27: Textile washing products, France, volume by segment (units/liters, million), 2003-13
- Figure 28: Textile washing products, France, category growth comparison, by volume, 2003-13
- Figure 29: Textile washing products, France, company share by value (%), 2007-08
- Figure 30: Textile washing products, France, distribution channels by value (%),

2007-08

Figure 31: Scouring products, France, value by segment (€m), 2003-13

Figure 32: Scouring products, France, category growth comparison, by value, 2003-13

Figure 33: Scouring products, France, volume by segment (units, million), 2003-13

Figure 34: Scouring products, France, category growth comparison, by volume, 2003-13

Figure 35: Scouring products, France, company share by value (%), 2007-08

Figure 36: Scouring products, France, distribution channels by value (%), 2007-08

Figure 37: General purpose cleaners, France, value by segment (€m), 2003-13

Figure 38: General purpose cleaners, France, category growth comparison, by value, 2003-13

Figure 39: General purpose cleaners, France, volume by segment (liters, million), 2003-13

Figure 40: General purpose cleaners, France, category growth comparison, by volume, 2003-13

Figure 41: General purpose cleaners, France, company share by value (%), 2007-08

Figure 42: General purpose cleaners, France, distribution channels by value (%), 2007-08

Figure 43: Air fresheners, France, value by segment (€m), 2003-13

Figure 44: Air fresheners, France, category growth comparison, by value, 2003-13

Figure 45: Air fresheners, France, volume by segment (units, million), 2003-13

Figure 46: Air fresheners, France, category growth comparison, by volume, 2003-13

Figure 47: Air fresheners, France, company share by value (%), 2007-08

Figure 48: Air fresheners, France, distribution channels by value (%), 2007-08

Figure 49: Bleach, France, value (€m), 2003-13

Figure 50: Bleach, France, volume (liters, million), 2003-13

Figure 51: Bleach, France, company share by value (%), 2007-08

Figure 52: Bleach, France, distribution channels by value (%), 2007-08

Figure 53: Dishwashing products, France, value by segment (€m), 2003-13

Figure 54: Dishwashing products, France, category growth comparison, by value, 2003-13

Figure 55: Dishwashing products, France, volume by segment (units, million), 2003-13

Figure 56: Dishwashing products, France, category growth comparison, by volume, 2003-13

Figure 57: Dishwashing products, France, company share by value (%), 2007-08

Figure 58: Dishwashing products, France, distribution channels by value (%), 2007-08

Figure 59: Global household products market split (value terms, 2008), top five countries

Figure 60: Global household products market value, 2003–08, top five countries

Figure 61: Global household products market split (volume terms, 2008), top five

countries

Figure 62: Global household products market volume, 2003–08, top five countries

Figure 63: Annual data review process

List Of Tables

LIST OF TABLES

Table 1: Household products category definitions

Table 2: Household products distribution channels

Table 3: Household products, France, value by category (€m), 2003-08

Table 4: Household products, France, value forecast by category (€m), 2008-13

Table 5: Household products, France, value by category (\$m), 2003-08

Table 6: Household products, France, value forecast by category (\$m), 2008-13

Table 7: Household products, France, volume by category (units/liters, million), 2003-08

Table 8: Household products, France, volume forecast by category (units/liters, million), 2008-13

Table 9: Household products, France, brand share by value (%), 2007-08

Table 10: Household products, France, value by brand (€m), 2007-08

Table 11: Household products, France, company share by value (%), 2007-08

Table 12: Household products, France, value by company (€m), 2007-08

Table 13: Household products, France, distribution channels by value (%), 2007-08

Table 14: Household products, France, value by distribution channel (€m), 2007-08

Table 15: Household products, France, expenditure per capita (€), 2003-08

Table 16: Household products, France, forecast expenditure per capita (€), 2008-13

Table 17: Household products, France, expenditure per capita (\$), 2003-08

Table 18: Household products, France, forecast expenditure per capita (\$), 2008-13

Table 19: Household products, France, consumption per capita (units/liters), 2003-08

Table 20: Household products, France, forecast consumption per capita (units/liters), 2008-13

Table 21: The Procter & Gamble Company key facts

Table 22: Henkel AG & Co. KGaA key facts

Table 23: Toilet care, France, value by segment (€m), 2003-08

Table 24: Toilet care, France, value forecast by segment (€m), 2008-13

Table 25: Toilet care, France, value by segment (\$m), 2003-08

Table 26: Toilet care, France, value forecast by segment (\$m), 2008-13

Table 27: Toilet care, France, volume by segment (units, million), 2003-08

Table 28: Toilet care, France, volume forecast by segment (units, million), 2008-13

Table 29: Toilet care, France, brand share by value (%), 2007-08

Table 30: Toilet care, France, value by brand (€m), 2007-08

Table 31: Toilet care, France, company share by value (%), 2007-08

Table 32: Toilet care, France, value by company (€m), 2007-08

Table 33: Toilet care, France, distribution channels by value (%), 2007-08

- Table 34: Toilet care, France, value by distribution channel (€m), 2007-08
- Table 35: Toilet care, France, expenditure per capita (€), 2003-08
- Table 36: Toilet care, France, forecast expenditure per capita (€), 2008-13
- Table 37: Toilet care, France, expenditure per capita (\$), 2003-08
- Table 38: Toilet care, France, forecast expenditure per capita (\$), 2008-13
- Table 39: Toilet care, France, consumption per capita (units), 2003-08
- Table 40: Toilet care, France, forecast consumption per capita (units), 2008-13
- Table 41: Furniture polish, France, value by segment (€m), 2003-08
- Table 42: Furniture polish, France, value forecast by segment (€m), 2008-13
- Table 43: Furniture polish, France, value by segment (\$m), 2003-08
- Table 44: Furniture polish, France, value forecast by segment (\$m), 2008-13
- Table 45: Furniture polish, France, volume by segment (units, million), 2003-08
- Table 46: Furniture polish, France, volume forecast by segment (units, million), 2008-13
- Table 47: Furniture polish, France, brand share by value (%), 2007-08
- Table 48: Furniture polish, France, value by brand (€m), 2007-08
- Table 49: Furniture polish, France, company share by value (%), 2007-08
- Table 50: Furniture polish, France, value by company (€m), 2007-08
- Table 51: Furniture polish, France, distribution channels by value (%), 2007-08
- Table 52: Furniture polish, France, value by distribution channel (€m), 2007-08
- Table 53: Furniture polish, France, expenditure per capita (€), 2003-08
- Table 54: Furniture polish, France, forecast expenditure per capita (€), 2008-13
- Table 55: Furniture polish, France, expenditure per capita (\$), 2003-08
- Table 56: Furniture polish, France, forecast expenditure per capita (\$), 2008-13
- Table 57: Furniture polish, France, consumption per capita (units), 2003-08
- Table 58: Furniture polish, France, forecast consumption per capita (units), 2008-13
- Table 59: Insecticides, France, value by segment (€m), 2003-08
- Table 60: Insecticides, France, value forecast by segment (€m), 2008-13
- Table 61: Insecticides, France, value by segment (\$m), 2003-08
- Table 62: Insecticides, France, value forecast by segment (\$m), 2008-13
- Table 63: Insecticides, France, volume by segment (units/liters, million), 2003-08
- Table 64: Insecticides, France, volume forecast by segment (units/liters, million), 2008-13
- Table 65: Insecticides, France, brand share by value (%), 2007-08
- Table 66: Insecticides, France, value by brand (€m), 2007-08
- Table 67: Insecticides, France, company share by value (%), 2007-08
- Table 68: Insecticides, France, value by company (€m), 2007-08
- Table 69: Insecticides, France, distribution channels by value (%), 2007-08
- Table 70: Insecticides, France, value by distribution channel (€m), 2007-08
- Table 71: Insecticides, France, expenditure per capita (€), 2003-08

- Table 72: Insecticides, France, forecast expenditure per capita (€), 2008-13
- Table 73: Insecticides, France, expenditure per capita (\$), 2003-08
- Table 74: Insecticides, France, forecast expenditure per capita (\$), 2008-13
- Table 75: Insecticides, France, consumption per capita (units/liters), 2003-08
- Table 76: Insecticides, France, forecast consumption per capita (units/liters), 2008-13
- Table 77: Textile washing products, France, value by segment (€m), 2003-08
- Table 78: Textile washing products, France, value forecast by segment (€m), 2008-13
- Table 79: Textile washing products, France, value by segment (\$m), 2003-08
- Table 80: Textile washing products, France, value forecast by segment (\$m), 2008-13
- Table 81: Textile washing products, France, volume by segment (units/liters, million), 2003-08
- Table 82: Textile washing products, France, volume forecast by segment (units/liters, million), 2008-13
- Table 83: Textile washing products, France, brand share by value (%), 2007-08
- Table 84: Textile washing products, France, value by brand (€m), 2007-08
- Table 85: Textile washing products, France, company share by value (%), 2007-08
- Table 86: Textile washing products, France, value by company (€m), 2007-08
- Table 87: Textile washing products, France, distribution channels by value (%), 2007-08
- Table 88: Textile washing products, France, value by distribution channel (€m), 2007-08
- Table 89: Textile washing products, France, expenditure per capita (€), 2003-08
- Table 90: Textile washing products, France, forecast expenditure per capita (€), 2008-13
- Table 91: Textile washing products, France, expenditure per capita (\$), 2003-08
- Table 92: Textile washing products, France, forecast expenditure per capita (\$), 2008-13
- Table 93: Textile washing products, France, consumption per capita (units/liters), 2003-08
- Table 94: Textile washing products, France, forecast consumption per capita (units/liters), 2008-13
- Table 95: Scouring products, France, value by segment (€m), 2003-08
- Table 96: Scouring products, France, value forecast by segment (€m), 2008-13
- Table 97: Scouring products, France, value by segment (\$m), 2003-08
- Table 98: Scouring products, France, value forecast by segment (\$m), 2008-13
- Table 99: Scouring products, France, volume by segment (units, million), 2003-08
- Table 100: Scouring products, France, volume forecast by segment (units, million), 2008-13
- Table 101: Scouring products, France, brand share by value (%), 2007-08
- Table 102: Scouring products, France, value by brand (€m), 2007-08
- Table 103: Scouring products, France, company share by value (%), 2007-08

- Table 104: Scouring products, France, value by company (€m), 2007-08
- Table 105: Scouring products, France, distribution channels by value (%), 2007-08
- Table 106: Scouring products, France, value by distribution channel (€m), 2007-08
- Table 107: Scouring products, France, expenditure per capita (€), 2003-08
- Table 108: Scouring products, France, forecast expenditure per capita (€), 2008-13
- Table 109: Scouring products, France, expenditure per capita (\$), 2003-08
- Table 110: Scouring products, France, forecast expenditure per capita (\$), 2008-13
- Table 111: Scouring products, France, consumption per capita (units), 2003-08
- Table 112: Scouring products, France, forecast consumption per capita (units), 2008-13
- Table 113: General purpose cleaners, France, value by segment (€m), 2003-08
- Table 114: General purpose cleaners, France, value forecast by segment (€m), 2008-13
- Table 115: General purpose cleaners, France, value by segment (\$m), 2003-08
- Table 116: General purpose cleaners, France, value forecast by segment (\$m), 2008-13
- Table 117: General purpose cleaners, France, volume by segment (liters, million), 2003-08
- Table 118: General purpose cleaners, France, volume forecast by segment (liters, million), 2008-13
- Table 119: General purpose cleaners, France, brand share by value (%), 2007-08
- Table 120: General purpose cleaners, France, value by brand (€m), 2007-08
- Table 121: General purpose cleaners, France, company share by value (%), 2007-08
- Table 122: General purpose cleaners, France, value by company (€m), 2007-08
- Table 123: General purpose cleaners, France, distribution channels by value (%), 2007-08
- Table 124: General purpose cleaners, France, value by distribution channel (€m), 2007-08
- Table 125: General purpose cleaners, France, expenditure per capita (€), 2003-08
- Table 126: General purpose cleaners, France, forecast expenditure per capita (€), 2008-13
- Table 127: General purpose cleaners, France, expenditure per capita (\$), 2003-08
- Table 128: General purpose cleaners, France, forecast expenditure per capita (\$), 2008-13
- Table 129: General purpose cleaners, France, consumption per capita (liters), 2003-08
- Table 130: General purpose cleaners, France, forecast consumption per capita (liters), 2008-13
- Table 131: Air fresheners, France, value by segment (€m), 2003-08
- Table 132: Air fresheners, France, value forecast by segment (€m), 2008-13
- Table 133: Air fresheners, France, value by segment (\$m), 2003-08
- Table 134: Air fresheners, France, value forecast by segment (\$m), 2008-13
- Table 135: Air fresheners, France, volume by segment (units, million), 2003-08

- Table 136: Air fresheners, France, volume forecast by segment (units, million), 2008-13
- Table 137: Air fresheners, France, brand share by value (%), 2007-08
- Table 138: Air fresheners, France, value by brand (€m), 2007-08
- Table 139: Air fresheners, France, company share by value (%), 2007-08
- Table 140: Air fresheners, France, value by company (€m), 2007-08
- Table 141: Air fresheners, France, distribution channels by value (%), 2007-08
- Table 142: Air fresheners, France, value by distribution channel (€m), 2007-08
- Table 143: Air fresheners, France, expenditure per capita (€), 2003-08
- Table 144: Air fresheners, France, forecast expenditure per capita (€), 2008-13
- Table 145: Air fresheners, France, expenditure per capita (\$), 2003-08
- Table 146: Air fresheners, France, forecast expenditure per capita (\$), 2008-13
- Table 147: Air fresheners, France, consumption per capita (units), 2003-08
- Table 148: Air fresheners, France, forecast consumption per capita (units), 2008-13
- Table 149: Bleach, France, value (€m), 2003-08
- Table 150: Bleach, France, value forecast (€m), 2008-13
- Table 151: Bleach, France, value (\$m), 2003-08
- Table 152: Bleach, France, value forecast (\$m), 2008-13
- Table 153: Bleach, France, volume (liters, million), 2003-08
- Table 154: Bleach, France, volume forecast (liters, million), 2008-13
- Table 155: Bleach, France, brand share by value (%), 2007-08
- Table 156: Bleach, France, value by brand (€m), 2007-08
- Table 157: Bleach, France, company share by value (%), 2007-08
- Table 158: Bleach, France, value by company (€m), 2007-08
- Table 159: Bleach, France, distribution channels by value (%), 2007-08
- Table 160: Bleach, France, value by distribution channel (€m), 2007-08
- Table 161: Bleach, France, expenditure per capita (€), 2003-08
- Table 162: Bleach, France, forecast expenditure per capita (€), 2008-13
- Table 163: Bleach, France, expenditure per capita (\$), 2003-08
- Table 164: Bleach, France, forecast expenditure per capita (\$), 2008-13
- Table 165: Bleach, France, consumption per capita (liters), 2003-08
- Table 166: Bleach, France, forecast consumption per capita (liters), 2008-13
- Table 167: Dishwashing products, France, value by segment (€m), 2003-08
- Table 168: Dishwashing products, France, value forecast by segment (€m), 2008-13
- Table 169: Dishwashing products, France, value by segment (\$m), 2003-08
- Table 170: Dishwashing products, France, value forecast by segment (\$m), 2008-13
- Table 171: Dishwashing products, France, volume by segment (units, million), 2003-08
- Table 172: Dishwashing products, France, volume forecast by segment (units, million), 2008-13
- Table 173: Dishwashing products, France, brand share by value (%), 2007-08

- Table 174: Dishwashing products, France, value by brand (€m), 2007-08
- Table 175: Dishwashing products, France, company share by value (%), 2007-08
- Table 176: Dishwashing products, France, value by company (€m), 2007-08
- Table 177: Dishwashing products, France, distribution channels by value (%), 2007-08
- Table 178: Dishwashing products, France, value by distribution channel (€m), 2007-08
- Table 179: Dishwashing products, France, expenditure per capita (€), 2003-08
- Table 180: Dishwashing products, France, forecast expenditure per capita (€), 2008-13
- Table 181: Dishwashing products, France, expenditure per capita (\$), 2003-08
- Table 182: Dishwashing products, France, forecast expenditure per capita (\$), 2008-13
- Table 183: Dishwashing products, France, consumption per capita (units), 2003-08
- Table 184: Dishwashing products, France, forecast consumption per capita (units), 2008-13
- Table 185: Global household products market value, 2008
- Table 186: Global household products market split (value terms (\$m), 2008), top five countries
- Table 187: Global household products market volume, 2008
- Table 188: Global household products market split (volume terms, 2008), top five countries
- Table 189: Leading players, top five countries
- Table 190: Analysis of France's political landscape
- Table 191: Analysis of France's economy
- Table 192: Analysis of France's social system
- Table 193: Analysis of France's technology landscape
- Table 194: Analysis of France's legal landscape
- Table 195: Analysis of France's environmental landscape
- Table 196: France household products new product launches reports, by company (top five companies), 2009
- Table 197: France household products new product launches SKUs, by company (top five companies), 2009
- Table 198: France household products new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 199: France household products new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 200: France household products new product launches (reports), by package tags or claims (top 10 claims), 2009
- Table 201: France household products new product launches - recent five launches (2009)
- Table 202: France population, by age group, 2003-08 (millions)
- Table 203: France population forecast, by age group, 2008-13 (millions)

- Table 204: France population, by gender, 2003-08 (millions)
- Table 205: France population forecast, by gender, 2008-13 (millions)
- Table 206: France nominal GDP, 2003-08 (€bn, nominal prices)
- Table 207: France nominal GDP forecast, 2008-13 (€bn, nominal prices)
- Table 208: France real GDP, 2003-08 (€bn, 2000 prices)
- Table 209: France real GDP forecast, 2008-13 (€bn, 2000 prices)
- Table 210: France real GDP, 2003-08 (\$bn, 2000 prices)
- Table 211: France real GDP forecast, 2008-13 (\$bn, 2000 prices)
- Table 212: France consumer price index, 2003-08 (2000=100)
- Table 213: France consumer price index, 2008-13 (2000=100)

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