

# Eau Écarlate SA in Home Care (France)

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## Abstracts

Over the forecast period, Eau Écarlate is expected to continue offering only some specific products within laundry care and surface care, such as laundry boosters and spot and stain removers. This player should continue to exploit its image of being a simple and efficient specialist which produces brands that current consumers' grandmothers and even great-grandmothers used more than half a century ago. The ambition is to become a European player soon in laundry boosters and spot and stain...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

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Get a detailed picture of the Home 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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