

# Laundry Care in France

<https://marketpublishers.com/r/L12D323C3C1EN.html>

Date: February 2020

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: L12D323C3C1EN

## Abstracts

Laundry care reached stagnation in terms of demand in 2019, despite the positive performance of the largest category in retail volume terms, concentrated liquid detergents. Further development within the concentrated format will continue to drive improved growth over the forecast period as auto dosing begins to emerge in smart automatic washing machines, which calibrates the wash load and releases the correct dosage of detergent correlating to the weight. However, while advanced technology such...

Euromonitor International's Laundry 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 2024 illustrate how the market is set to change.

**Product coverage:** Plucker.Process.Domain.Entities.ProductEntity,  
Plucker.Process.Domain.Entities.ProductEntity,  
Plucker.Process.Domain.Entities.ProductEntity,  
Plucker.Process.Domain.Entities.ProductEntity.

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

## Why buy this report?

Get a detailed picture of the Laundry 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.

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.

## Contents

### HEADLINES

#### PROSPECTS

Concentrated liquid detergents will drive category forward as powder format continues to decline in popularity

Strong performance for liquid tablet detergents, offering greater convenience and multi-functionality

Ecological laundry care continues to find favour with environmentally-aware consumers, offering producers further room for expansion

#### COMPETITIVE LANDSCAPE

Procter & Gamble strengthens leadership of consolidated competitive landscape

Novamex capitalises on the popularity of its green portfolio to gain further share

Local start-up launches new ecological laundry care brand

#### CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2014-2019

#### CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2014-2019

Table 3 Sales of Laundry Care by Category: % Value Growth 2014-2019

Table 4 Sales of Laundry Aids by Category: Value 2014-2019

Table 5 Sales of Laundry Aids by Category: % Value Growth 2014-2019

Table 6 Sales of Laundry Detergents by Category: Value 2014-2019

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2014-2019

Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2014-2019

Table 9 NBO Company Shares of Laundry Care: % Value 2015-2019

Table 10 LBN Brand Shares of Laundry Care: % Value 2016-2019

Table 11 NBO Company Shares of Laundry Aids: % Value 2015-2019

Table 12 LBN Brand Shares of Laundry Aids: % Value 2016-2019

Table 13 NBO Company Shares of Laundry Detergents: % Value 2015-2019

Table 14 LBN Brand Shares of Laundry Detergents: % Value 2016-2019

Table 15 Forecast Sales of Laundry Care by Category: Value 2019-2024

Table 16 Forecast Sales of Laundry Care by Category: % Value Growth 2019-2024

#### EXECUTIVE SUMMARY

Waning demand for home care in line with concerns amongst environmentally-aware consumers over the use of harmful substances

Home-made recipes and green brands gain momentum due to the use of natural ingredients

Away from leading global players, local origins and ecological brands continue to gain in

popularity

Refillable options address sustainability and environmental issues relating to packaging

Improving performance for home care driven by innovation and ecological development

## MARKET INDICATORS

Table 17 Households 2014-2019

## MARKET DATA

Table 18 Sales of Home Care by Category: Value 2014-2019

Table 19 Sales of Home Care by Category: % Value Growth 2014-2019

Table 20 NBO Company Shares of Home Care: % Value 2015-2019

Table 21 LBN Brand Shares of Home Care: % Value 2016-2019

Table 22 Penetration of Private Label in Home Care by Category: % Value 2014-2019

Table 23 Distribution of Home Care by Format: % Value 2014-2019

Table 24 Distribution of Home Care by Format and Category: % Value 2019

Table 25 Forecast Sales of Home Care by Category: Value 2019-2024

Table 26 Forecast Sales of Home Care by Category: % Value Growth 2019-2024

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Laundry Care in France

Product link: <https://marketpublishers.com/r/L12D323C3C1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L12D323C3C1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970