



Euromonitor
International

Laundry Care in France

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Decline in Consumer Purchasing Power Impacts Sales

Laundry Detergents Remain Dominant; Laundry Aids Show Mixed Performance

Briochin Capitalises on Consumer Desire for Natural Products

Chart 2 - Briochin, capitalising on French consumers' desire for more natural products

Chart 3 - Value Sales of Laundry Care 2020-2030

Chart 4 - Volume Sales of Laundry Care 2020-2030

Chart 5 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Consumers Drive Growth through Innovation and Affordability

Laundry Detergents Lead with Steady Growth

Innovation and Sustainability Drive Business Impact

Chart 6 - Forecast Value Sales of Laundry Care 2020-2030

Chart 7 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Laundry Care

Large Groups Retain Market Share Despite Private Label Growth

Innovation and Affordability Drive Future Growth Opportunities

Chart 9 - National brands slow innovation, except to align with the current environment

Chart 10 - Company Shares of Laundry Care 2025

Chart 11 - Brand Shares of Laundry Care 2025

CHANNELS

Grocery Retailers Dominate Laundry Care Sales through Promotions

Non-Grocery Retailers and E-Commerce Gain Traction

Retail E-Commerce Plays Significant Role with Click-And-Collect

Chart 12 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Consumers Turn to Affordable Options Amid Economic Pressure

Laundry Care Dominates Home Care Sales

Briochin Gains Market Share with Natural Formulations

Chart 21 - Briochin, responding to the growing demand for more natural home care products

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Laundry Care Remains Dominant with Sustainability Focus

Premiumisation and Sustainability Drive Value Growth

Innovation and Sustainability to Shape Competitive Landscape

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 27 - Analyst Insight for Home Care

Large Multinationals Continue to Dominate in Home Care

A Stable Competitive Environment in Home Care

Chart 28 - Private label could be an answer to the changing economic context

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Dominate Home Care Sales in France

Retail E-Commerce Gains Traction with Click-And-Collect

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-france/report.