



Euromonitor
International

Surface Care in France

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Economic Caution and Eco-Awareness Drive Cleaning Solutions Shift

Multi-Purpose Cleaners Lead Due to Simplicity and Versatility

Love & Green Drives Health and Wellness Trend with Eco-Certified Refills

Chart 2 - Love & Green launches surface care products that meet the growing demand for "clean" home care products that are not harmful to human health or the environment

Chart 3 - Value Sales of Surface Care 2020-2030

Chart 4 - Volume Sales of Surface Care 2020-2030

Chart 5 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Natural Ingredients

E-Commerce Growth Fuels Sales of Natural Surface Care Products

Descrozailla Law Reshapes Competitive Landscape with Differentiated Pricing

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

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

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Surface Care

Private Label and French Companies Drive Market Share

Innovative Launches and Emerging Players

Chart 9 - Company Shares of Surface Care 2025

Chart 10 - Brand Shares of Surface Care 2025

CHANNELS

Grocery Retailers Dominate Surface Care Sales through Promotions

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

No New Retail Brands or Concepts Anticipated to Emerge in 2026

Chart 11 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Surface Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Surface Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - 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 20 - Briochin, responding to the growing demand for more natural home care products

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - 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 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 26 - Analyst Insight for Home Care

Large Multinationals Continue to Dominate in Home Care

A Stable Competitive Environment in Home Care

Chart 27 - Private label could be an answer to the changing economic context

Chart 28 - Company Shares of Home Care 2025

Chart 29 - 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 30 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/surface-care-in-france/report.