

# Toilet Care in France

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care sees a return to growth with sales benefiting from the perceived essential nature of these products

Environmental concerns put on hold as consumers are forced to look for the best value

Leading brands see mixed results in 2023 as competition from private label grows

#### PROSPECTS AND OPPORTUNITIES

Sales set to grow in line with the increasing number of households in France

Tablets format showing potential but more education may be need on the benefits

Sustainability likely to have a growing influence on sales

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