



Bath and Shower in France

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Value Decline in 2025 Driven by Shifting Consumer Preferences and Economic Factors

Chart 2 - Ushuaïa Shower Gel

Bar Soap Retains Leadership Despite Volume Decline Amid Sustainability Shift

Chart 3 - Weleda Shower Gel

Brands Advance Sustainability and Skin Care Innovation to Meet Evolving Consumer Demands

Chart 4 - Yves Rocher Solid Shower Gel

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Drives Long-Term Value Growth

Small French Brands Pioneer Sustainability and Longevity to Engage Discerning Consumers

Clean Beauty and Wellness Focus Shape Bath and Shower

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Innovate to Maintain Lead Amid Promotional Constraints

Niche Brands Leverage Sustainability and Innovation to Capture Emerging Demand

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Retain Lead as E-Commerce Grows Steadily

E-Commerce Expands Access to Niche Products While Complementing Offline Retail

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Bath and Shower

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Bath and Shower

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in France - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Value Growth Despite Slower Volume Expansion Amid Evolving Consumer Behaviour

Chart 21 - Lancôme Absolu Longevity Cream

Skin Care Leads Value Sales While Premium Sun Care and Fragrances Accelerate Growth

Chart 22 - Melvita Floral Bouquet Cleanser

L'Oréal Drives Sustainability and Clean Beauty Mainstreaming with Refill Initiatives

Chart 23 - L'oreal's #Jointherefillmovement Campaign

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Specialised Products Drive Steady Growth to 2030

Technology and Longevity Reshape Consumer Engagement and Product Offerings

Chart 27 - Analyst Insight for Beauty and Personal Care

Brands Embrace Clean Ingredients and Sustainability to Meet Evolving Consumer Demands

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Gradual Market Consolidation

Major Acquisition and Emerging Natural Brands Reshape Competitive Dynamics

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as Specialised Retail Expands and Grocery Declines

E-Commerce Growth Accelerates with Convenience and Social Media Driving Sales

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/bath-and-shower-in-france/report.