



**Euromonitor
International**

Bath and Shower in France

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales decline throughout most of bath and shower in 2024
Egalim impact less than anticipated, while Le Petite Marseillais leads brands
Grocery retail still leads distribution but is losing share to competing channels

PROSPECTS AND OPPORTUNITIES

Volume sales set to see further struggles
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Demand for natural and transparent ingredients and sustainable packaging continue to impact innovation

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Beauty and Personal Care in France - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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