

Liquid soap across Europe

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Most likely users are those in Britain where liquid soap has a 74% penetration. France has the lowest penetration “ but it is still as high as 69%.

“ Britain however is by far and away the least “loyal”™ to liquid soap “ only 13% of adults using it to the exclusion of bars. France the equivalent figure is 21% while in Germany and Spain it is 38% and 41% respectively. The reverse, i.e. use of bar but not liquid soap, is approximately one quarter in each of the four populations.

At brand level Dove and Palmolive are the only “name”™ brands that make it into the top five across all four territories. Others include those that are very much more localised and, in some cases, very long established.

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