

# **Alcoholic Drinks in France**

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# Alcoholic Drinks in France

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## DISCLAIMER

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# Beer in France

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Total volume sales of beer decline due to skyrocketing prices and poor weather Producers of dark beer introduce multipacks to soften the impact of price inflation Leading breweries consolidate their position while smaller players struggle due to the impact of inflation and spiralling costs

# PROSPECTS AND OPPORTUNITIES

Beer set to be on a steady growth path with major sports events set to kickstart a recovery in 2024 New product development within non/low alcohol beer is expected to focus on ale How to jugulate inflation and the growing costs of production and distribution?

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## PROSPECTS AND OPPORTUNITIES

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# PROSPECTS AND OPPORTUNITIES

Sales set to stagnate as younger consumers show less interest in spirits Flavoured spirits failing to build momentum but new and exotic spirits or those supporting local experiences could find favour Non-alcoholic spirits and stronger spirits likely to struggle

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# Wine in France

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# PROSPECTS AND OPPORTUNITIES

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