

Coffee in France

November 2023

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Coffee in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation artificially boosts value sales in coffee

Fresh coffee beans the big winner

Nestlé and JDE dominate category sales

PROSPECTS AND OPPORTUNITIES

Coffee still has room for growth, notably in the short term in foodservice, but the threat of inflation persists

Fresh ground coffee beans to forge ahead despite possible saturation in coffee machine penetration, while organic could be back in the game

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