

Asian Speciality Drinks in France

November 2022

Table of Contents

Asian Speciality Drinks in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Limited recovery for an already niche category
Strong recovery seen in the on-trade as restrictions are lifted
Calpis Co Ltd faces strong competition from Thai Agri Foods Public Co Ltd

PROSPECTS AND OPPORTUNITIES

Limited consumer base an obstacle to stronger growth
Only for Asian consumers and those interested in Asian culture
Limited changes expected in the competitive landscape

CATEGORY DATA

Table 1 - Off-trade Sales of Asian Speciality Drinks: Volume 2017-2022
Table 2 - Off-trade Sales of Asian Speciality Drinks: Value 2017-2022
Table 3 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2017-2022
Table 4 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2017-2022
Table 5 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2018-2022
Table 6 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2022
Table 7 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2018-2022
Table 8 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2019-2022
Table 9 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2022-2027
Table 10 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2022-2027
Table 11 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2022-2027
Table 12 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2022-2027

Soft Drinks in France - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in France

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SOURCES

Summary 1 - Research Sources

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