

Savoury Snacks in France

June 2024

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Savoury Snacks in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium and locally-produced potato chips find favour among French consumers
Aperitif remains a key influence on sales and new product development within savoury snacks
Mixed results seen in savoury snacks as consumers seek out healthier and more affordable products

PROSPECTS AND OPPORTUNITIES

Nuts, seeds and trail mixes could benefit from healthy eating trend but more innovation will be needed
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