

HW Soft Drinks in France

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling purchasing power weakens demand for organic soft drinks
Natural remains the leading claim in value terms despite declining volume sales
No fat sees growth as French consumers look to control their health and weight

PROSPECTS AND OPPORTUNITIES

Sugar-related claims likely to feature prominently among new launches
Increasingly busy lifestyles will continue to boost demand for energy boosting soft drinks
Brain health and memory soft drinks set to benefit from population ageing

CATEGORY DATA

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[Health and Wellness in France - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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