

Beer in France

Market Direction | 2022-07-07 | 33 pages | Euromonitor

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Report description:

In 2021, total volume sales of beer increased. After the steep decline in sales in the previous year during the COVID-19 lockdowns, sales of beer through the on-trade slowly began to recover in the second half of the year as on-trade establishments reopened and concerts, music festivals and sporting events resumed, even if only at half capacity.

Euromonitor International's Beer in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade sales of beer slowly recover in the second half of 2021, while off-trade sales remain high in the first half of the year due to ongoing pandemic-related restrictions

Heineken continues to lead in 2021, closely followed by Brasseries Kronenbourg and InBev France

PROSPECTS AND OPPORTUNITIES

Beer set to benefit from the growing interest in craft beer

Beer full of potential thanks to increasingly diverse offer

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