

Savoury Snacks in France

Market Direction | 2022-07-08 | 24 pages | Euromonitor

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Report description:

French consumers continue to embrace the aperitif, or apero - a social engagement with friends and family with drinks and savoury snacks. During the time of the pandemic lockdowns, as estimated 30% of French consumers still took part in virtual variations of these events, and since the restrictions lifted, consumers have embraced in-person events wholeheartedly again. In fact, according to PepsiCo, French consumers enjoy an average of at least one apero a week. Whilst traditional snacks, such as...

Euromonitor International's Savoury Snacks in France report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- * Get a detailed picture of the Savoury Snacks 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.

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reliable information resources to help drive informed strategic planning.

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French consumers continue to embrace the apero, thus supporting sales of savoury snacks

Indulgence and innovative flavours set to drive growth into the forecast period

Potato chip manufacturers focus on promoting their Frenchness

PROSPECTS AND OPPORTUNITIES

Extra functionality in snacks expected over the forecast period, as the niche becomes more mainstream

Insect-based snacks look set to finally take off, with brand Jimini already selling through the Carrefour chain in Spain

Sustainable packaging trends lead to a compostable plant-based packet from Lay's

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