

Snacks in France

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Report description:

Snacks in France continue to recover from the impacts of the COVID-19 pandemic, which saw sales increase in some categories and decline significantly in others. Whilst the situation is now stabilising and people have returned to more sociable and on-the-go lifestyles again, which clearly benefits snacks, consumers' purchasing patterns have not yet returned to the levels seen in the pre-pandemic review period. Overall, a degree of price-sensitivity remains, with the lingering effects of the finan...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers seek indulgence with high-quality dark chocolate and sweet filled bars

Seasonal chocolate partially recovers after its pandemic slumps, but further innovation is needed to stimulate this sub-category

The concept of "from bean-to-bar" grows, supported by sustainability trends and a desire for local products

PROSPECTS AND OPPORTUNITIES

Organic chocolate trend will grow further over the forecast period, as suppliers catch up with increasing consumer demand

Lindt creates innovative hologram display units to promote its Creation range

Innovations, crossover products, and limited editions expected to stimulate sales

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum continues to struggle due to reduced impulse-purchase occasions and changes in shopping behaviours

Gum production in France dealt a blow by job losses at Wrigley France SNC, whilst the player looks forward to more modern trends

Fortified, "healthy" and sustainable gum will continue to drive innovations, with Mondelez France setting the stage

PROSPECTS AND OPPORTUNITIES

Natural eco-friendly gum set to be a major future trend, to rid the environment of harmful plastic residues from industrial gum

Innovations in functional and sustainable gum will help stimulate sales in sluggish category

Sustainable packaging set to become more mainstream, with Mentos launching a new cardboard bottle in 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery continues to face challenges, due to losses sustained during the pandemic and its old-fashioned image

Innovation in natural flavours and free-from variants is heating up competition between leading players

Reduced sugar is another strategy embraced by players in the race to stay relevant

PROSPECTS AND OPPORTUNITIES

Increased functionality, such as cooking confectionery, is expected to attract new customers over the forecast period

Sustainable packaging becomes a mainstream issue across many categories

Limited editions become a reliable way to boost sales and create strong brand loyalty

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SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fruit snacks and dried fruit see steady growth, as consumers opt for snacks which are perceived to be healthier

Sweet biscuits sees some activity, but is struggling to achieve notable growth overall

Cereal bars regain some lost ground as consumers return to on-the-go lifestyles

PROSPECTS AND OPPORTUNITIES

Ferrero's brands see variable performance, as the player relaunches the less popular products with new recipes

Organic products continue to be launched, from plain to indulgent and fitting the Frenchness trend

Rising prices overall set to actually benefit small treats such as chocolate and filled biscuits, as consumers seek comfort indulgences

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ICE CREAM IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ice cream struggles to regain highs due to poor summer weather and the 2021 contamination scandal

Ferrero France SA continues advancing into ice cream, with launches set to drive new trends

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Players focus on offering different formats to meet emerging trends

PROSPECTS AND OPPORTUNITIES

Plant-based and organic ice cream set to be growing trends across the forecast period

Ice cream sales become more popular via frozen food home delivery services

Functional and fortified ice cream remains niche, but has great scope for development and growth

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SAVOURY SNACKS IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

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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