

## **Other Hot Drinks in France**

Market Direction | 2023-11-23 | 23 pages | Euromonitor

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### **Report description:**

Overall, the other hot drinks category receives a lower level of support from most hot drinks players than coffee and tea. This weakness has been exacerbated by the fact that there are fewer at-home consumption occasions for other hot drinks since the revival of normal social and economic activity in the wake of the COVID-19 crisis, with more people having a fast breakfast (without other hot drinks) or choosing on-the-go beverages for their commute. Thus, other hot drinks waned significantly in...

Euromonitor International's Other Hot Drinks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Other Hot Drinks 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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Euromonitor International  
November 2023

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

No improvement in sales of other hot drinks due to a mild winter in 2023

Other plant-based drinks, the cheap and healthy alternative to coffee

While Nestle's Ricore forges ahead, Poulain struggles in chocolate-based flavoured powder drinks

##### PROSPECTS AND OPPORTUNITIES

Demand for chocolate-based flavoured powder drinks to be impacted in the future

Possible further risk of sugar bashing, mainly in chocolate-based flavoured powder drinks

Healthier options present potential to mitigate impact of possible further sugar bashing

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