

## Snacks in France

Market Direction | 2023-06-22 | 76 pages | Euromonitor

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### Report description:

Snacks saw a muted performance in retail volume terms in 2023, as the cost of living crisis continued to squeeze household budgets. While France was less affected by inflationary pressures than many of its neighbours, due to government support measures, unit prices rose in virtually all categories, as manufacturers and retailers passed on their increased costs to consumers. Within this challenging economic context, some players tried to retain their margins (and customer loyalty) by reducing pac...

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 2018-2022, 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 2027, 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.

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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Leading players seek to reduce their carbon footprint

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

Cross-fertilisation between leading snack brands will continue, while mini-formats will appear to cost-conscious consumers

CATEGORY DATA

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