

## **Concentrates in France**

Market Direction | 2023-11-30 | 37 pages | Euromonitor

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### **Report description:**

Concentrates performed relatively well in 2023. Sugar, fruit and energy cost increases contributed to the strong growth in value in 2022 and inflation continued to contribute to significant growth in 2023. Volume growth was also high during the summer of 2022, thanks to the heatwave, and again during the summer of 2023 in the southern part of the country, but to a much lesser extent in the northern half due to rather bad weather in the summer. Overall, off-trade volume sales fell in 2023.

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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## Table of Contents:

Concentrates in France  
Euromonitor International  
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### List Of Contents And Tables

#### CONCENTRATES IN FRANCE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

A still robust value increase in 2023 for concentrates due largely, but not solely, to inflation

More mint, lemon and fruit and less sugar

Almost all players progress and innovate over 2022-2023

##### PROSPECTS AND OPPORTUNITIES

Still appreciable growth expected over 2023-2028 despite some breaks

More players and concepts to knock down the door of concentrates

Possible slowdown of powder concentrates after the return of races and competitions in 2021-2022

##### CATEGORY DATA

##### Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

##### SOFT DRINKS IN FRANCE

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

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Table 19	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 20	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 21	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 22	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 24	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 25	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 26	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 27	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 28	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 29	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 30	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 31	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 32	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 33	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 34	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 35	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 36	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 37	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 38	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 39	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 40	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 41	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 44	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 45	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 46	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 47	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 48	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 49	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 50	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 51	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in France

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SOURCES

Summary 2 Research Sources

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