

## **Snacks in France**

Market Direction | 2024-06-18 | 78 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Snacks continues to see strong growth in current value terms in 2024, largely boosted by inflation and price rises. However, snacks also looks set to deliver volume growth, albeit with sales of with certain products declining as consumers switched to more economical options. Sweet snacks were affected the most by the significant increases in the cost of sugar and cocoa which had a particularly significant impact on volume sales of chocolate confectionery and biscuits.

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 2019-2023, 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 2028, 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Snacks in France  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### SNACKS IN FRANCE

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN FRANCE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Rising sugar and cocoa prices remain a challenge for manufacturers of chocolate confectionery

Seasonal chocolate struggles but dark chocolate brings renewed energy to tablets

Indulgence remains a driving force within chocolate confectionery

##### PROSPECTS AND OPPORTUNITIES

Innovation expected to increase once the French economy picks up

Ethical chocolate finding favour among more responsible shoppers

Healthier options should find favour as consumers become more mindful of what they eat

##### CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

## GUM IN FRANCE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Natural and sustainable products looking to gain ground in gum as category sales continue to recover

Opportunities for impulse purchases under threat

Bubble gum sales deflate as consumers switch to alternative options

### PROSPECTS AND OPPORTUNITIES

Chewing gum sales set to fall with competition likely to remain consolidated

New legislation set to drive green initiatives

Growing focus on health and wellbeing set to influence the market

### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 □Forecast Sales of Gum by Category: Value 2024-2029

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

## SUGAR CONFECTIONERY IN FRANCE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales continue to report steady growth despite increasing obstacles for impulse purchases

Halloween an increasingly important time for sugar confectionery sales

New product development and the search for small indulgences helps boost sales

### PROSPECTS AND OPPORTUNITIES

Haribo set to retain the lead as players focus on expanding their target audience

New product development likely to focus on brand extensions and limited editions

Smaller and more sustainable packaging finding favour

### CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN FRANCE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sweet biscuits seeing an improved performance in 2024 as consumers seek out small indulgences

Low prices remain an attractive proposition as shoppers feel the squeeze

Dried fruit and snack bars benefiting from their healthy positioning

#### PROSPECTS AND OPPORTUNITIES

High cocoa prices and an unhealthy image could put pressure on sales of sweet biscuits

Paris Games 2024 should present strong marketing opportunities

Made in France claims will be key to the success of organic products

### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## ICE CREAM IN FRANCE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Greater economic stability and tourism expected to kickstart a recovery in sales of ice cream in 2024

Private label wins over price-sensitive shoppers but indulgence remains a key driver

Manufacturers explore new distribution opportunities

#### PROSPECTS AND OPPORTUNITIES

Mochi's popularity inspiring leading players to launch smaller versions of their popular ice cream lines

Haagen-Dazs extends its partnership with Pierre Hermes

Unilever plans to sell off its ice cream business while sustainability comes to the fore

### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 69 Sales of Ice Cream by Category: Volume 2019-2024  
Table 70 Sales of Ice Cream by Category: Value 2019-2024  
Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024  
Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024  
Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024  
Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024  
Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024  
Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024  
Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024  
Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024  
Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024  
Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024  
Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024  
Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029  
Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029  
Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029  
Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## SAVOURY SNACKS IN FRANCE

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Premium and locally-produced potato chips find favour among French consumers

Aperitif remains a key influence on sales and new product development within savoury snacks

Mixed results seen in savoury snacks as consumers seek out healthier and more affordable products

#### PROSPECTS AND OPPORTUNITIES

Nuts, seeds and trail mixes could benefit from healthy eating trend but more innovation will be needed

Innovation expected to increase as France's economy recovers

Made in France credentials and healthy claims likely to be key attractions over the forecast period

#### CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024  
Table 87 Sales of Savoury Snacks by Category: Value 2019-2024  
Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024  
Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024  
Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024  
Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024  
Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024  
Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029  
Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029  
Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029  
Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Snacks in France

Market Direction | 2024-06-18 | 78 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com