

## **HW Cooking Ingredients and Meals in France**

Market Direction | 2024-07-31 | 17 pages | Euromonitor

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### **Report description:**

Two-thirds of French consumers were overweight or obese in 2023, with the share of consumers who are obese rising by one percentage point to 26%. Alongside this there is an increasing consumer awareness of the health risks associated with being overweight or obese, a well-established trend that became more pronounced during the second half of the review period due to concerns surrounding COVID-19. This is encouraging consumers to follow healthier diets which includes switching to health and well...

Euromonitor International's HW Cooking Ingredients and Meals in France report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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  
July 2024

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HW COOKING INGREDIENTS AND MEALS IN FRANCE  
KEY DATA FINDINGS  
2023 DEVELOPMENTS

Against a backdrop of economic uncertainty French consumers remain keen to shed weight  
Organic remains the leading health and wellness claim in value terms  
Bone and joint health rises in popularity as France's population ages

PROSPECTS AND OPPORTUNITIES

Clean labels expected to be a growing attraction as consumers look to eat healthier  
Interest in plant-based and vegan cooking ingredients and meals set to rise  
Weight management and high protein cooking ingredients and meals expected to appeal to health conscious consumers

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HEALTH AND WELLNESS IN FRANCE

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Consumer diet trends  
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Blood pressure and cholesterol levels  
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DISCLAIMER

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