

## **HW Snacks in France**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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### **Report description:**

French consumers have long been cognisant of how sugar intake can be a significant contributory factor in the development of conditions like obesity, type 2 diabetes and tooth decay, as the effects of excess sugar consumption have been a focal point in media coverage and public education campaigns relating to health and dietary issues for decades, while there is also rising alarm about rates of childhood obesity. Accordingly, BFY (better for you) no sugar and no added sugar are among the best-es...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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.

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reliable information resources to help drive informed strategic planning.

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HW SNACKS IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar and no added sugar snacks benefit from strong innovation

Gluten free remains the bestselling snack claim

Bone and joint health snacks benefits from France's ageing population while natural gum is starting to emerge, albeit from a small base

PROSPECTS AND OPPORTUNITIES

Growing adoption of plant-based diets bodes well for high protein snacks

Gluten free set to remain the leading claim in value and volume sales terms

Obesity concerns will continue to broaden the appeal of no fat snacks

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HEALTH AND WELLNESS IN FRANCE

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

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Diabetes prevalence

DISCLAIMER

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