

Drinking Milk Products in France

Market Direction | 2024-08-06 | 22 pages | Euromonitor

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Report description:

Drinking milk products is struggling in volume terms in France in 2024, while overall value is better supported by high unit prices which are being driven by increased costs for production, animal feed, and energy prices. Flavoured milk drinks is the best performer, both in value terms and in the fact that volume achieves small positive growth. Flavoured milk drinks are extremely popular with children in France and are often seen as a way to encourage young children to continue drinking milk pro...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Responsible initiatives and dairy cooperatives stand out in France

Goat milk remains niche but holds potential

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