

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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Table of Contents:

Drinking Milk Products in France
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List Of Contents And Tables

DRINKING MILK PRODUCTS IN FRANCE

KEY DATA FINDINGS

2024 DEVELOPMENTS

High unit prices pose challenges to volume sales, while flavoured milk drinks maintain demand
Responsible initiatives and dairy cooperatives stand out in France
Goat milk remains niche but holds potential

PROSPECTS AND OPPORTUNITIES

Milk industry starts to stabilise, but challenges and disruptions are expected to remain
Lactose-free milk suits dietary needs, but remains niche due to higher production costs and unit prices
Milk packaging set to see attached bottle-tops, in line with recycling directives of the EU

CATEGORY DATA

- Table 1 Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 2 Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 7 Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 8 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 9 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 10 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN FRANCE

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 Penetration of Private Label by Category: % Value 2019-2024
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

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