

Concentrates in France

Market Direction | 2024-11-15 | 37 pages | Euromonitor

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Report description:

Concentrates is in an off-trade volume decline in France in 2024, while value looks fairly healthy - albeit skewed due to high prices. These high prices are mainly attributed to the soaring cost of sugar and imported fruits, with players passing on these cost increases to their end customers and being less active in price-based promotions. Ultimately, this means that concentrates are no longer perceived as an affordable soft drink, which used to be one of their strong selling points. Moreso, ano...

Euromonitor International's Concentrates in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

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New flavours and sugar-free options catch the attention of consumers

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Powder concentrates fare better than liquid counterparts, thanks to health-positioned profiles

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