

Energy Drinks in France

Market Direction | 2024-11-15 | 33 pages | Euromonitor

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Report description:

Energy drinks remains a popular category in France in 2024, with off-trade volume and value growth. Energy drinks tends to enjoy a wide range of consumption occasions, sometimes cannibalising shares from carbonates or sports drinks. Energy drinks tends to recruit a growing range of consumers and enjoy frequency of purchases and, while the main consumer base tends to be Millennials and Gen Z, such products are also expanding their consumer audiences. Energy drinks are also seeing more shelf space...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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