

Juice in France

Market Direction | 2024-11-15 | 36 pages | Euromonitor

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Report description:

Juice remains in a negative volume off-trade slump in France in 2024, albeit at a less steep rate than seen in recent years. Meanwhile, value is seeing small positive gains due to high prices. Overall, the category is facing a combination of structural challenges, with limited scope for recovery. To start, the "sugar bashing" trend is negatively influencing the perception of juice due to its high sugar content, alongside the fact that, on the manufacturers' side, the sugar tax also plays a part.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- * Get a detailed picture of the Juice 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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JUICE IN FRANCE

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