

Other Hot Drinks in France

November 2024

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Other Hot Drinks in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Other hot drinks in a volume slump, mainly attributed to the poor performance of chocolate-based flavoured powder drinks Other plant-based hot drinks offer healthier options, despite somewhat "old-fashioned" image Nestlé retains its lead with Ricoré and Nesquik, while Nutrial is tipped as one to watch

PROSPECTS AND OPPORTUNITIES

Sugar bashing will continue to affect sales of chocolate-based flavoured powder drinks A stronger focus on healthier options is needed Local and sustainable options could also attract consumer attention

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DISCLAIMER

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