



**Euromonitor
International**

Concentrates in France

November 2024

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2024 DEVELOPMENTS

Value growth supported by high prices, while volume is in a decline
New flavours and sugar-free options catch the attention of consumers
A fairly fragmented category with a notable presence of private label

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Manufacturers continue to bet on a structurally waning category
Powder concentrates fare better than liquid counterparts, thanks to health-positioned profiles
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