



Euromonitor  
International

# Health and Wellness in France

July 2024

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## Health and Wellness in France

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in France

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fruit/herbal tea products with calming claims gain popularity as pace of life accelerates  
Organic still the leading health and wellness claim in hot drinks in France  
Probiotic hot drinks boosted by innovation and marketing

#### PROSPECTS AND OPPORTUNITIES

Limited growth potential for no caffeine products despite rising health concerns  
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#### PROSPECTS AND OPPORTUNITIES

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Bone and joint health snacks benefits from France's ageing population while natural gum is starting to emerge, albeit from a small base

### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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Organic claims receiving a mixed reception as consumers look to balance health concerns with financial ones

Digestive health boosted by consumer desire to strengthen their immune systems

### PROSPECTS AND OPPORTUNITIES

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