



Juice in France

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Juice remains in a negative volume slump due to a combination of challenges
- Variable performances seen across categories
- Brands reconsider their positioning due to overarching trends and competition from private label

PROSPECTS AND OPPORTUNITIES

- Limited scope for stronger sales, due to various challenges and maturity of the category
- High pressure processing technology may revitalise the image of juice
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Soft Drinks in France - Industry Overview

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