



Euromonitor
International

Rtds in France

June 2025

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2024 DEVELOPMENTS

Surprising recovery for RTDs in France in 2024

J García Carrión leads overall RTDS as Pernod rises robustly

Hypermarkets and supermarkets remain favoured channels for RTD purchases

PROSPECTS AND OPPORTUNITIES

Hope for future growth rests largely with non alcoholic offerings

No future for hard seltzers

Innovation will be centred around 0.0° variants, with some players focusing on hybrid products

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Legal purchasing age and legal drinking age

Drink driving

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Smoking ban

Opening hours

On-trade establishments

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DISCLAIMER

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