



Plant-Based Dairy in France

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based dairy continues to perform well, with some variances depending on maturity of subcategories and price
Plant-based milk sees its own variances depending on type
Smaller brands find it difficult to compete with the big names in plant-based dairy

PROSPECTS AND OPPORTUNITIES

Plant-based cheese sees ongoing opportunities ahead
Overall dairy trends appear in plant-based options
Plant-based dairy aimed at a flexitarian audience, for whom taste remains important

CATEGORY DATA

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Dairy Products and Alternatives in France - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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