



# HW Soft Drinks in France

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of organic soft drinks squeezed as consumer priorities change  
Natural remains the leading claim in value terms despite declining volume sales  
No fat sees growth as French consumers look to control their health and weight

#### PROSPECTS AND OPPORTUNITIES

Sugar-related claims likely to feature prominently among new launches  
Increasingly busy lifestyles will continue to boost demand for energy boosting soft drinks  
Brain health and memory soft drinks set to benefit from population ageing

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

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### Health and Wellness in France - Industry Overview

#### EXECUTIVE SUMMARY

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

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