



**Euromonitor
International**

HW Dairy Products and Alternatives in France

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health and environmental concerns driving interest in plant-based products in France

Organic remains the leading health and wellness claim in value terms

Weight management claims boosted by rising obesity concerns

PROSPECTS AND OPPORTUNITIES

Penetration of high protein and low salt products set to rise but natural claims will be important

Lactose free products expected to gain ground in multiple categories as awareness of food intolerances grows

Keto expected to become more popular while butter and spreads could be a focus of innovation

CATEGORY DATA

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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

DISCLAIMER

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