



HW Staple Foods in France

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Interest in meat free and plant-based staple foods continues to rise

Organic claims receiving a mixed reception as consumers look to balance health concerns with financial ones

Digestive health boosted by consumer desire to strengthen their immune systems

PROSPECTS AND OPPORTUNITIES

Outlook remains bright for meat free, plant-based, vegan and vegetarian products

Demand for gluten free staple foods set to increase strongly

Increased focus on health and wellness likely to inform the development of staple foods in various ways

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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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