



Euromonitor
International

Drinking Milk Products in France

August 2025

Table of Contents

Drinking Milk Products in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Milk faces challenges to growth, but children still enjoy flavoured milk drinks

Private label maintains growth, but milk brands ensuring a fair price for farmers also perform well, squeezing the leaders

Retail e-commerce maintains its rising trend as most sales of milk are shelf stable

PROSPECTS AND OPPORTUNITIES

A stronger move towards more responsible and sustainable brands anticipated

Functional and lactose-free milk likely to perform well

Environmentally-friendly packaging, and potential impact from EU directive

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in France - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 16 - Penetration of Private Label by Category: % Value 2020-2025

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-france/report.