



Fresh Food in France

January 2026

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Fresh Food in France

EXECUTIVE SUMMARY

Health-led, value-driven demand supports fresh food expansion

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Prevailing health trends favour plant proteins as meat continues to struggle

Concerns with cost and ultra-processed foods shape behaviour, while premiumisation trend gains traction

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Fresh food set to see stabilised sales and strong support for local produce

New trade agreement threatens fair competition, according to French farmers

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