



Euromonitor
International

RTD Coffee in France

December 2025

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RTD Coffee in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weak performance amidst persistent challenges

INDUSTRY PERFORMANCE

High prices, remote work, and competition dampen RTD coffee appeal in France

Negligible on-trade presence further suppresses potential sales

WHAT'S NEXT?

Pessimistic outlook without stronger unit price control and marketing support

Lack of new investors and innovation may hinder growth

High prices threaten future popularity of cold brew options

COMPETITIVE LANDSCAPE

Arla Foods Amba dominates with Starbucks brand of RTD coffee

CHANNELS

Supermarkets and hypermarkets dominate but proximity and convenient channels fare better

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Soft Drinks in France - Industry Overview

EXECUTIVE SUMMARY

Growth amidst economic caution, health concerns, and innovation

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INDUSTRY PERFORMANCE

Weather-driven growth amidst economic caution and shifting trends

Sugar concerns and "soda tax" impact

Illegal practices and increased regulatory scrutiny

Health and wellness drives new soft drink innovations in France

WHAT'S NEXT?

Soft drinks in France must navigate climate, taxes, and health trends

Economic headwinds versus event-driven recovery

Sustainability challenges and the rise of non-alcoholic options

COMPETITIVE LANDSCAPE

Neptune strengthens lead in soft drinks with Cristaline's success; Coca-Cola navigates sugar concerns and supply disruptions
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Hypermarkets leads distribution amidst fierce price competition
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