



Health and Wellness in France

December 2025

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Health and Wellness in France

EXECUTIVE SUMMARY

Health and wellness shifts towards pragmatism, affordability and everyday relevance

INDUSTRY PERFORMANCE

Sugar reduction, reformulation and clean labels dominate health and wellness performance

Affordability pressures reshape premium health claims and consumption patterns

WHAT'S NEXT

Health and wellness growth will be driven by mainstream integration and functional relevance

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HW Hot Drinks in France

KEY DATA FINDINGS

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Inflation reshapes demand for health and wellness hot drinks

INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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Vegan and flexitarian staples grow, but processing scrutiny and naming rules create friction

WHAT'S NEXT

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