Health and Wellness in France

July 2024

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Health and Wellness in France

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in France

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fruit/herbal tea products with calming claims gain popularity as pace of life accelerates
Organic still the leading health and wellness claim in hot drinks in France
Probiotic hot drinks boosted by innovation and marketing

PROSPECTS AND OPPORTUNITIES

Limited growth potential for no caffeine products despite rising health concerns
Organic hot drinks set to see further investment as demand grows
Dairy free claim and plant-based claims set to increase due to consumer efforts to reduce their dairy intake

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No fat sees growth as French consumers look to control their health and weight

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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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

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Demand for gluten free staple foods set to increase strongly

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