



Sports Drinks in France

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Post-Olympic sporting activity, new competition and future innovations

INDUSTRY PERFORMANCE

The rise of reduced sugar as sports drinks records further robust growth
Sports drinks continues to surge post-Paris 2024

WHAT'S NEXT?

Despite some threats, ongoing potential due to sporting events and participation
Personalisation, sustainability, and natural ingredients to drive category's evolution
Navigating health trends and growth opportunities

COMPETITIVE LANDSCAPE

Powerade dominates but faces new competitors
Prime's entry looks to disrupt sports drinks in the local market

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EXECUTIVE SUMMARY

Growth amidst economic caution, health concerns, and innovation

KEY DATA FINDINGS

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
Red Bull's dynamic performance and strategic success in energy drinks

CHANNELS

Hypermarkets leads distribution amidst fierce price competition
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