



**Euromonitor
International**

Meat in France

January 2026

Table of Contents

Meat in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meat demand weakens as affordability and sustainability reshape choices

INDUSTRY PERFORMANCE

Stagnation sets in as the shift away from meat persists

Pre-packaged meat gains rapid ground in France

WHAT'S NEXT?

Positive growth forecast but meat faces difficult future

French farmers feel threatened by new trade agreement

Summary 1 - Major Processors of Meat 2025

CATEGORY DATA

Table 1 - Total Sales of Meat by Category: Total Volume 2020-2025

Table 2 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Meat by Category: Volume 2020-2025

Table 4 - Retail Sales of Meat by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Meat by Category: Value 2020-2025

Table 6 - Retail Sales of Meat by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Sales of Meat by Category: Total Volume 2025-2030

Table 9 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Meat by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Meat by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in France - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

WHAT'S NEXT?

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

New trade agreement threatens fair competition, according to French farmers

CHANNELS

Supermarkets respond to local price sensitivity with broader ranges of affordable options

Popularity of click-and-collect propels e-commerce expansion

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meat-in-france/report.