



Fish and Seafood in France

January 2026

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2025 DEVELOPMENTS

Supply normalisation supports modest recovery in fish and seafood

INDUSTRY PERFORMANCE

Fish and seafood rises slightly as restrictive constraints are lifted

Oyster industry still struggling following virus outbreak during review period

WHAT'S NEXT?

Slight rise in volumes expected despite challenges

Greater investment needed in promoting local fish and seafood

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Fresh Food in France - Industry Overview

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

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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

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