



**Euromonitor
International**

Energy Drinks in France

December 2025

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Energy Drinks in France - Category analysis

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2025 DEVELOPMENTS

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Ongoing dynamism for energy drinks in France

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WHAT'S NEXT?

Substantial growth potential remains in energy drinks despite some threats

The emergence of a generation of new energy drinks

Underdeveloped reduced sugar energy drinks to gain further ground

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Soft Drinks in France - Industry Overview

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Growth amidst economic caution, health concerns, and innovation

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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

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COMPETITIVE LANDSCAPE

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