



Euromonitor
International

Rtds in France

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Total Volume Stagnation but Significant Total Value Growth

J García Carrión and Sangria Anchor Volume Leadership of Wine-Based Rtds Amid Cooling Demand

Punch Club Spurs Non Alcoholic Rtds and Reshapes Consumer Choice

Chart 1 - Aperitivo Spritz 0.0% by Punch Club

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Pockets of Dynamism in Spirit-Based Rtds Amid Tax Threats

Players Target Mindful Drinkers with 0.0% Launches

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

J García Carrión Remains a Strong Leader While Diageo Disrupts the Landscape

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Discounters Capture Value-Driven Shoppers, While Convenience Stores Leverage Urban Demand

ECONOMIC CONTEXT

Chart 8 - Economic Context for Rtds

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Rtds

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Mionetto Elevates the Alcohol-Free Offer to Energise At-Home Drinking

Non Alcoholic Beer and Rtds Outpace Traditional Choices as Innovation Accelerates

Chart 15 - Alcohol-free Mionetto Spritz Kit

Fiers Launches Inclusive Brewing to Meet Ethical and Local Expectations

Chart 16 - Fiers Launches Beers in Line with Inclusivity and Solidarity Strategy

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Categories to See Growth Patterns Similar to 2025

Chart 19 - Analyst Insight for Alcoholic Drinks

Nolo Launches and Flexitarian Habits to Reshape Drinking Choices

Chart 20 - Forecast Volume Sales 2020-2030

Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Players Adapt Strategies to Maintain Appeal in Alcoholic Drinks

Emerging Players Accelerate through Non Alcoholic Launches

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Hypermarkets Yield Ground as Smaller Formats Capture Consumers

Retail E-Commerce and Retail Alliances Disrupt the Landscape

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/rtds-in-france/report.