



Euromonitor  
International

# Staple Foods in France

November 2025

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## Staple Foods in France

### EXECUTIVE SUMMARY

Stabilising prices boost demand but soften current value growth

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

### WHAT'S NEXT?

Health consciousness and innovation to influence category development

Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

### COMPETITIVE LANDSCAPE

Retailers hold leading positions

Shift in meat consumption

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## Baked Goods in France

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### 2025 DEVELOPMENTS

High cocoa prices impact costs, prices and demand for many popular pastries

### INDUSTRY PERFORMANCE

Rise in chocolate prices dampens demand in pastries

Bread sees strongest performance, with packaged products benefiting from demand for convenience

## WHAT'S NEXT?

Chocolate prices to fall, but concerns about butter prices and milk supply  
Rising influence of health and wellness trend  
Expanding range of packaged cakes

## COMPETITIVE LANDSCAPE

Barilla is the leading player, but artisanal products continue to dominate  
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### [Breakfast Cereals in France](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Natural products prove most successful

## INDUSTRY PERFORMANCE

Expansion of private label exerts downward pressure on prices amid little change in levels of consumption  
Health and wellness the key influence

## WHAT'S NEXT?

Many products seen as highly processed by increasingly health conscious consumers  
Growing emphasis on fibre content  
Organic products continue to thrive in breakfast cereals

## COMPETITIVE LANDSCAPE

Kellogg's reasserts brand image in face of threat from private label  
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### INDUSTRY PERFORMANCE

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Frozen products see convenience enhanced

### WHAT'S NEXT?

Frozen products set to outperform shelf stable varieties

Packaging developments

Overlapping products and further rise in flexitarianism

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[Rice, Pasta and Noodles in France](#)

## KEY DATA FINDINGS

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Convenience and growing interest in foreign cuisines boost sales

### INDUSTRY PERFORMANCE

French consumers continue to build meals around rice, pasta and noodles

Rising interest in Asian culinary traditions boosts demand for noodles

### WHAT'S NEXT?

Upmarket trends in demand

Development of health focused new products

Growing concern with sustainability

## COMPETITIVE LANDSCAPE

Brands work to refresh images in face of strong private label competition

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/staple-foods-in-france/report](http://www.euromonitor.com/staple-foods-in-france/report).