



Plant-Based Dairy in France

August 2025

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Plant-Based Dairy in France - Category analysis

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2025 DEVELOPMENTS

Other plant-based milk continues to dominate but all categories see growth

Smaller companies see significant developments, but Bjorg maintains its lead

Organic supermarkets offer a wide product range, while retail e-commerce maintains its rising trend

PROSPECTS AND OPPORTUNITIES

Growth anticipated for plant-based cheese, but changes in the competitive landscape will be seen

Appealing to flexitarians with a good tastes, sustainability, and local production

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