



Euromonitor
International

HW Hot Drinks in France

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Fruit/herbal tea products with calming claims gain popularity as pace of life accelerates

Organic still the leading health and wellness claim in hot drinks in France

Probiotic hot drinks boosted by innovation and marketing

PROSPECTS AND OPPORTUNITIES

Limited growth potential for no caffeine products despite rising health concerns

Organic hot drinks set to see further investment as demand grows

Dairy free claim and plant-based claims set to increase due to consumer efforts to reduce their dairy intake

CATEGORY DATA

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Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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