



**Euromonitor
International**

HW Soft Drinks in France

December 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weather volatility and affordability pressures shape health and wellness soft drinks

INDUSTRY PERFORMANCE

Climate sensitivity and sugar reduction define health and wellness soft drinks
Natural soft drinks face structural distrust despite long-standing appeal
Good source of minerals shifts towards functional soft drinks

WHAT'S NEXT

Innovation and reduced sugar underpin future health and wellness growth
Natural soft drinks face prolonged pressure from trust and environmental concerns
Good source of minerals expands through functional and hybrid innovation

CATEGORY DATA

- Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Health and wellness shifts towards pragmatism, affordability and everyday relevance

INDUSTRY PERFORMANCE

Sugar reduction, reformulation and clean labels dominate health and wellness performance
Affordability pressures reshape premium health claims and consumption patterns

WHAT'S NEXT

Health and wellness growth will be driven by mainstream integration and functional relevance

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