



Euromonitor
International

HW Snacks in France

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness positioning strengthens amid shifting consumer priorities

INDUSTRY PERFORMANCE

- Clean labels and functionality drive health and wellness snack innovation
- Gluten free expands beyond specialist products into mainstream snacking
- Natural positioning gains ground as consumers move away from organic premiums

WHAT'S NEXT

- Clean labels and functional benefits shape the future of health and wellness snacks
- Gluten free growth continues, driven by reformulation rather than new formats
- Natural positioning expands as a value alternative to organic snacks

CATEGORY DATA

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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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