



# HW Snacks in France

December 2025

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## HW Snacks in France - Category analysis

### 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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