



**Euromonitor
International**

HW Cooking Ingredients and Meals in France

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home cooking and cleaner labels support health and wellness choices

INDUSTRY PERFORMANCE

Home cooking, label transparency and “better for you” reformulation shape the category
Gluten free continues to broaden from specialist needs to mainstream usage
Reduced sugar and reduced salt gain traction in sauces, condiments and sweet spreads

WHAT’S NEXT

Clean labels, “Made in France” cues and adventurous flavours drive future innovation
Gluten free is expected to grow steadily as lifestyle adoption continues
Reduced sugar/no sugar is expected to expand through reformulation and “healthier indulgence”

CATEGORY DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Cooking Ingredients and Meals 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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