



HW Cooking Ingredients and Meals in France

December 2025

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HW Cooking Ingredients and Meals in France - Category analysis

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

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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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