



HW Staple Foods in France

December 2025

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HW Staple Foods in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local sourcing, healthier reformulation and flexitarian habits support staple foods demand

INDUSTRY PERFORMANCE

Clean labels and "Made in France" credentials gain importance across staples

Organic staples remain resilient in selected categories as bulk formats expand

Vegan and flexitarian staples grow, but processing scrutiny and naming rules create friction

WHAT'S NEXT

Functional everyday staples and permissible indulgence will shape future innovation

Organic staples are likely to recover gradually, led by private label and local credentials

Vegan staples will expand, with a shift towards cleaner labels and further consolidation

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Staple Foods 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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