



# Innovation: Food and Beverage in France

September 2025

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## INTRODUCTION

Snapshot of NPD activity across food and beverage categories in France

## INNOVATION IN PACKAGED FOOD

NPD focus on intentional indulgence, functional benefits, and flavour diversification

Focus on core product performance slowed down new product launches

Key attributes: Intentional indulgence heightened the role of health attributes

Snacks with unique, modern flavours appeal to French consumers

## INNOVATION IN PET CARE

Shifting preferences towards premium quality pet food shape NPD

Pet food NPDs' stable performance is due to premiumisation and brand loyalty

Key attributes: Rising potential for health- and weight-focused pet food

NPDs led by demand for tailored and functional pet food

## INNOVATION IN ALCOHOLIC DRINKS

Spirits account for majority of new product launches

NPDs in beer gain share despite high inactivity rate in 2024

Key attributes: Focus on natural ingredients and clean label shapes claims

Le Barteleur's ready-to-drink cocktails enter the online retail channel

## INNOVATION IN HOT DRINKS

Functional, organic teas at the forefront of hot drinks innovation

New launches lost share because of economic challenges

Key attributes: Consumers seeking functionality in hot drinks is reflected in top claims

The French brand Eclore offers tea blends that unite taste with organic plant benefits

## INNOVATION IN SOFT DRINKS

Innovation driven by new flavours and functional, better-for-you soft drinks

NPD's positive performance highlight close match between demand and innovation

Key attributes: Hydrating and zero sugar claims lead in soft drinks

New soft drinks launches focus on promoting better hydration

## APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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