



Euromonitor
International

Yoghurt and Sour Milk Products in France

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Plain yoghurt performs particularly well, perceived as a healthier option

New launches contribute to growth; Danone maintains its leading position

Convenience stores sees the strongest growth, but larger modern grocery formats maintain their dominance

PROSPECTS AND OPPORTUNITIES

Plain yoghurt set to continue to drive growth, although flavoured yoghurt will remain dominant

High protein and gut health likely to be sought-after in yoghurt and sour milk products

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DISCLAIMER

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