Euromonitor International

Fish and Seafood in France

January 2026

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Fish and Seafood in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Supply normalisation supports modest recovery in fish and seafood

INDUSTRY PERFORMANCE

Fish and seafood rises slightly as restrictive constraints are lifted

Oyster industry still struggling following virus outbreak during review period

WHAT'S NEXT?

Slight rise in volumes expected despite challenges

Greater investment needed in promoting local fish and seafood

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Prevailing health trends favour plant proteins as meat continues to struggle

Concerns with cost and ultra-processed foods shape behaviour, while premiumisation trend gains traction

WHAT'S NEXT?

Fresh food set to see stabilised sales and strong support for local produce

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