



Euromonitor
International

Vegetables in France

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value focus lifts tomatoes while convenience pressures fresh demand

INDUSTRY PERFORMANCE

Vegetables sees low growth, with progress driven by tomatoes

Tinned and frozen alternative present significant competitive threat to fresh vegetables

WHAT'S NEXT?

Consumption will rise steadily, ensuring sustained growth for vegetables

Sustainability and health trends continue to impact development

Summary 1 - Major Processors of Vegetables 2025

CATEGORY DATA

Table 1 - Total Sales of Vegetables by Category: Total Volume 2020-2025

Table 2 - Total Sales of Vegetables by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Vegetables by Category: Volume 2020-2025

Table 4 - Retail Sales of Vegetables by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Vegetables by Category: Value 2020-2025

Table 6 - Retail Sales of Vegetables by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Vegetables by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Vegetables by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Vegetables by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Vegetables by Category: % Value Growth 2025-2030

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Fresh Food in France - Industry Overview

EXECUTIVE SUMMARY

Health-led, value-driven demand supports fresh food expansion

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

New trade agreement threatens fair competition, according to French farmers

CHANNELS

Supermarkets respond to local price sensitivity with broader ranges of affordable options

Popularity of click-and-collect propels e-commerce expansion

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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