



Fruits in France

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and affordability support fruit growth

INDUSTRY PERFORMANCE

Bananas benefit from convenience and affordability

Grand Frais offers novel retail experience, while organic segment still holds potential

WHAT'S NEXT?

Innovation to sustain growth, with blueberries holding potential for expansion

Climate volatility offers opportunities amid challenges

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Fresh Food in France - Industry Overview

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

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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

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