



Sugar and Sweeteners in France

January 2026

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Sugar and Sweeteners in France - Category analysis

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2025 DEVELOPMENTS

Health concerns keep growth subdued

INDUSTRY PERFORMANCE

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Brands invest in diversity, with France still a major sugar producer

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

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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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