



HW Dairy Products and Alternatives in France

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Flexitarian habits and clean label expectations reshape dairy health and wellness

INDUSTRY PERFORMANCE

Flexitarian routines support plant-based growth, but processing concerns rise
Organic dairy loses momentum as prices rise, with private label gaining ground
High protein gains mainstream appeal beyond sports nutrition

WHAT'S NEXT

Clean labels, functionality and alternative milks drive future health and wellness demand
Organic recovery depends on affordability and the resilience of smaller producers
High protein expands into more dairy formats, with private label likely to intensify competition

CATEGORY DATA

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Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Health and wellness shifts towards pragmatism, affordability and everyday relevance

INDUSTRY PERFORMANCE

Sugar reduction, reformulation and clean labels dominate health and wellness performance
Affordability pressures reshape premium health claims and consumption patterns

WHAT'S NEXT

Health and wellness growth will be driven by mainstream integration and functional relevance

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