



Euromonitor
International

HW Staple Foods in France

December 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local sourcing, healthier reformulation and flexitarian habits support staple foods demand

INDUSTRY PERFORMANCE

Clean labels and “Made in France” credentials gain importance across staples
Organic staples remain resilient in selected categories as bulk formats expand
Vegan and flexitarian staples grow, but processing scrutiny and naming rules create friction

WHAT’S NEXT

Functional everyday staples and permissible indulgence will shape future innovation
Organic staples are likely to recover gradually, led by private label and local credentials
Vegan staples will expand, with a shift towards cleaner labels and further consolidation

CATEGORY DATA

- Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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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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