



Euromonitor
International

Innovation: Food and Beverage in France

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Table of Contents

INTRODUCTION

Snapshot of NPD activity across food and beverage categories in France

INNOVATION IN PACKAGED FOOD

NPD focus on intentional indulgence, functional benefits, and flavour diversification

Focus on core product performance slowed down new product launches

Key attributes: Intentional indulgence heightened the role of health attributes

Snacks with unique, modern flavours appeal to French consumers

INNOVATION IN PET CARE

Shifting preferences towards premium quality pet food shape NPD

Pet food NPDs' stable performance is due to premiumisation and brand loyalty

Key attributes: Rising potential for health- and weight-focused pet food

NPDs led by demand for tailored and functional pet food

INNOVATION IN ALCOHOLIC DRINKS

Spirits account for majority of new product launches

NPDs in beer gain share despite high inactivity rate in 2024

Key attributes: Focus on natural ingredients and clean label shapes claims

Le Barteleur's ready-to-drink cocktails enter the online retail channel

INNOVATION IN HOT DRINKS

Functional, organic teas at the forefront of hot drinks innovation

New launches lost share because of economic challenges

Key attributes: Consumers seeking functionality in hot drinks is reflected in top claims

The French brand Eclore offers tea blends that unite taste with organic plant benefits

INNOVATION IN SOFT DRINKS

Innovation driven by new flavours and functional, better-for-you soft drinks

NPD's positive performance highlight close match between demand and innovation

Key attributes: Hydrating and zero sugar claims lead in soft drinks

New soft drinks launches focus on promoting better hydration

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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