

# **Chocolate Confectionery in France**

June 2023

**Table of Contents** 

## Chocolate Confectionery in France - Category analysis

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Sluggish performance, in aftermath of salmonella scare Chocolate benefits from its status an affordable luxury, with high-quality dark tablets leading the way Seasonal chocolate benefits from Easter upturn, while countlines face competition from healthier options

## PROSPECTS AND OPPORTUNITIES

Need for greater transparency will fuel growth for organic, sustainable and ethical brands Limited editions will remain a key feature of new product development, alongside perceived healthier options New store concepts to transform chocolate buying experience

## CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023 Table 2 - Sales of Chocolate Confectionery by Category: Value 2018-2023 Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023 Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023 Table 5 - Sales of Chocolate Tablets by Type: % Value 2018-2023 Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023 Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023 Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023 Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028 Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028 Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Crowth 2023-2028 Constant of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Table 10 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Constant of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Constant of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Constant of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Constant of Chocolate Confectionery by Category: % Volume Growth 2023-2028 Constant of Chocolate Confectionery by Category: % Value Growth 2023-2028

## Snacks in France - Industry Overview

## EXECUTIVE SUMMARY

Snacks in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for snacks?

## MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023
Table 14 - Sales of Snacks by Category: Value 2018-2023
Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Snacks: % Value 2019-2023
Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Snacks by Format: % Value 2018-2023
Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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