

Alcoholic Drinks in France

June 2023

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DISCLAIMER

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Polarised trends emerge, driving both strong-alcohol and no/low alcohol beer

The leading players remain on track, nonetheless, challengers and small and/or local brands fare well

PROSPECTS AND OPPORTUNITIES

Despite the slowdown of 2022, brewers keep the faith

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 Ricard SA maintains its overall lead, while Bacardi-Martini and Brown-Forman France take advantage of gaps in the market

PROSPECTS AND OPPORTUNITIES

Ongoing structural drop expected, even in on-trade in the medium term
Non/low alcohol spirits does not see as strong success as other categories
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