

Beer in France

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The drop in off-trade hits sales, but total volume comes back to (almost) normal

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

Non/low alcohol and fruit flavours create the winning duo – especially in the most traditional products

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