

# Asian Speciality Drinks in France

November 2022

**Table of Contents** 

## Asian Speciality Drinks in France - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Limited recovery for an already niche category Strong recovery seen in the on-trade as restrictions are lifted Calpis Co Ltd faces strong competition from Thai Agri Foods Public Co Ltd

## PROSPECTS AND OPPORTUNITIES

Limited consumer base an obstacle to stronger growth Only for Asian consumers and those interested in Asian culture Limited changes expected in the competitive landscape

## CATEGORY DATA

Table 1 - Off-trade Sales of Asian Speciality Drinks: Volume 2017-2022Table 2 - Off-trade Sales of Asian Speciality Drinks: Value 2017-2022Table 3 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2017-2022Table 4 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2017-2022Table 5 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2022Table 6 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2022Table 7 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2018-2022Table 8 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2019-2022Table 9 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2022-2027Table 10 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2022-2027Table 11 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2022-2027Table 12 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2022-2027

## Soft Drinks in France - Industry Overview

## EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

## MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022 Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022 Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022 Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022 Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021 Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021 Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021 Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021 Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021 Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022 Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022 Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2017-2022 Table 24 - Off-trade Sales of Soft Drinks by Category: % Value 2017-2022 Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022 Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022 Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022 Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022 Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022 Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022 Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022 Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022 Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022 Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022 Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022 Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022 Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022 Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027 Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027 Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027 Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027 Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027 Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027 Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027 Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027 Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027 Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in France

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#### SOURCES

Summary 1 - Research Sources

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