

Asian Speciality Drinks in France

November 2022

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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

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