

# Savoury Snacks in France

June 2023

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# Savoury Snacks in France - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Mixed performance in 2023 Potato chips still offer much potential for growth French consumers continue to embrace l'heure de l'apéro

## PROSPECTS AND OPPORTUNITIES

Bulk selling will grow in importance, as manufacturers and retailers are forced to adopt more sustainable packaging solutions Pre-teens and sports fans will represent key target audiences Extra functionality in snacks expected over the forecast period

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