

Innovation: Food and Beverage in France

November 2023

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Euromonitor Innovation definitions

INNOVATION IN FOOD AND BEVERAGE

Over 40% of detected Food and Beverage launches in 2022 first appeared in France

In-country launches of Packaged Food benefit from “Made in France” slogan

New launches in France in 2022: Soft Drinks and Hot Drinks

New launches in France in 2022: Packaged Food, Alcoholic Drinks and Pet Care

Over half of new brand launches in France were Packaged Food products in 2022

waterdrop Microdrink Flair offers consumers flavoursome hydration with added vitamins

waterdrop Microdrink Flair launches in Docti Pharma in France

Sub-brand launches in France outpace brand launches, driven by Packaged Food

New Roots aims to offer a tasty, traditionally-made plant-based cheese

New Roots Horseradish launches in organic food retailer in France

Retailers in France showing signs of extending organic and fortified ranges

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Passport Innovation methodology

Passport Innovation industry coverage

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Passport Innovation retailer coverage

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