

Yoghurt and Sour Milk Products in France

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed performance for yoghurt and sour milk products
Sour milk products struggles to achieve stronger penetration in France
Consolidated competitive landscape but private label is well represented

PROSPECTS AND OPPORTUNITIES

The challenge of reducing and recycling packaging
Alternatives to yoghurt based on cow's milk
Launch of initiative to extend use-by dates to reduce food waste

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023
Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in France - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 17 - Penetration of Private Label by Category: % Value 2018-2023
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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