



Euromonitor
International

Savoury Snacks in France

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Flavour Experiments and Innovation Boosts Snacks Sales

Meat Snacks and Nuts, Seeds and Trail Mixes Growth Outpace Salty Snacks

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Younger Consumers to Drive Global Flavours and Flexible Eating

Meat Snacks and Nuts, Seeds and Trail Mixes to Grow as Consumers Seek Health-Added Benefits

Chart 5 - Analyst Insight for Savoury Snacks

Legume Innovation and Functional Claims to Reshape Snacking Habits

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez France Sas and Intersnack France Sas Maintain Lead

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Maintain Lead as E-Commerce Grows

Direct-To-Consumer Brands and Bakeries Redefine Snacking Experiences

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Bret's Redefines Flavour Innovation to Capture Younger Snackers

Chart 11 - Bret's French Inspired Flavour

Michel Et Augustin Leverages Baked Snacks to Expand Daily Consumption

Chart 12 - New Michel Et Augustin

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Functional, Hybrid Snacking Expands Snacking Opportunities

Chocolate Confectionery Leads through Reshaped Affordability Strategies

Local French Flavours Rise in Demand as Imported Innovations Gain Ground

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Cross-Category Fusion and Multifunctionality to Boost Snacks Growth

Functionality to Sets a New Standard in Savoury Snacking

Sustainable Packaging and Plant-Based Innovation to Reshape Purchase Decisions

Chart 22 - Analyst Insight for Snacks

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez France Sas and Ferrero France Sa Maintain Lead as Artisanal Players Gain Momentum

Challengers Rise as Industry Leaders Consolidate Power

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Grocery Retailers Retain Snacks Distribution Lead

Impulse-Driven Snacks Still Shop the Aisle, Limiting E-Commerce Growth

Lindt and Haribo Factory Outlets Fuel Loyalty and Experimentation

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Côte D'Or and Lotus Biscoff Drive Everyday Snacking Occasions

Chart 28 - Côte D'or and Lotus Biscoff Collaboration

Le Chocolat Des Français Redefines Indulgence with Affordable Mini Bars

Chart 29 - Le Chocolat Des Français

Snack Innovation Surge as Magnum, Kinder and Franui Aim to Grow Consumer Appeal

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-france/report.