

# Sugar and Sweeteners in France

January 2024

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## Sugar and Sweeteners in France - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Health trends continue to shine a negative light on basic white sugar Foodservice and institutional volumes remain key, but lower levels of traditional sugar are also expected in these channels

#### PROSPECTS AND OPPORTUNITIES

Declining sugar consumption will lead to premiumisation and further innovation in alternative sugars Natural sweeteners will continue to attract attention, with stevia remaining most popular Summary 1 - Major Processors of Sugar and Sweeteners 2023

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