Euromonitor International

Snacks in France

July 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Value Sales 2021-2031

Chart 3 - 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 4 - Analyst Insight for Snacks

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - 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 7 - Company Shares 2026

Chart 8 - 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 9 - Retail Channels 2021-2026

PRODUCTS

Côte D'Or and Lotus Biscoff Drive Everyday Snacking Occasions

Chart 10 - Côte D'or and Lotus Biscoff Collaboration

Le Chocolat Des Français Redefines Indulgence with Affordable Mini Bars

Chart 11 - Le Chocolat Des Français

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

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in France

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Manufacturers Maintain Sales as Consumers Seek Affordable Indulgence
Brands Aim to Attract New Consumers with Hybrid Innovation
Chart 19 - Value Sales 2021-2031
Chart 20 - Volume Sales 2021-2031
Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Sustained Price Inflation and Cocoa Prices to Maintain Value Growth
Sustainability and Chocolate Alternatives to Reshape Product Launches
Chart 22 - Analyst Insight for Chocolate Confectionery
Chart 23 - Forecast Value Sales 2021-2031
Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ferrero France Sa Extends Lead with Cpk Acquisition
Chart 25 - Company Shares 2026
Chart 26 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Sustain Dominance as Gifting Drives Sales
Specialist Shops Embrace E-Commerce as Gifting Trends Evolve
Chart 27 - Retail Channels 2021-2026

PRODUCTS

Cote D'or and Biscoff Collaboration Expands Hybrid Appeal
Chart 28 - Cote D'or and Biscoff
Les Chocolats Des Francais' Mini Bars Offer Affordable Indulgence
Chart 29 - Les Chocolats Des Francais
Choviva'S Non-Cocoa Tablet Launch Addresses Affordability Challenge

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery
Chart 31 - Real GDP Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery
Chart 34 - Population 2021-2031
Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Gum in France

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Gum

INDUSTRY PERFORMANCE

Eco-Conscious Consumers Accelerate Clean Label Innovation Uptake
Chart 37 - Biodegradeable Plastic-Free Gum
Chewing Gum Sustains Lead as Price Declines Boost Impulse Purchases
Chart 38 - Value Sales 2021-2031
Chart 39 - Volume Sales 2021-2031
Chart 40 - Value Sales by Category 2026

WHAT'S NEXT?

Smaller Brands Expand Functional Gum Offerings as Multinationals Stall
Functional and Sustainable Innovations Reshape Consumer Expectations and Brand Partnerships
Chart 41 - Forecast Value Sales 2021-2031
Chart 42 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Perfetti Van Melle France Sas Continues to Lead as Milliways Gains Entry
Chart 43 - Company Shares 2026
Chart 44 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Secure Top Impulse Sales through Till Visibility
In-Store Immediacy Limits Online Sales Despite Wider E-Commerce Adoption
Chart 45 - Retail Channels 2021-2026

PRODUCTS

Milliways Introduces Plastic-Free Gum to Challenge Established Players
Functional Ingredients and Sustainability Shape the Future of Product Development

ECONOMIC CONTEXT

Chart 46 - Economic Context for Gum
Chart 47 - Real GDP Growth 2021-2031
Chart 48 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 49 - Consumer Context for Gum
Chart 50 - Population 2021-2031
Chart 51 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in France

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 52 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Brands Innovate with Multipacks and Price Segmentation to Boost Sales

Gummies and Jellies Continue Leadership as Chewy Candies and Medicated Confectionery Accelerate

Chart 53 - Value Sales 2021-2031

Chart 54 - Volume Sales 2021-2031

Chart 55 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers to Capitalise on Value-Conscious Candy Shoppers

Gummies and Jellies to Lead as Functional Sweets Reshape Choices

Repeat Sales to Be Boosted with Loyalty and Limited Editions

Chart 56 - Forecast Value Sales 2021-2031

Chart 57 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Haribo-Ricqlès-Zan Sa Drives Loyalty with Innovation as Ferrero Expands through Acquisition

Chupa Chups Moves beyond Lollipops with Mads Launch

Chart 58 - Company Shares 2026

Chart 59 - Brand Shares 2026

CHANNELS

Supermarkets and Discounters Reshape Impulse and Value-Driven Sales

Branded Shops and Specialist E-Commerce Expand Loyalty and Reach

Chart 60 - Retail Channels 2021-2026

PRODUCTS

Lutti Introduces Playful Formats to Attract Young Consumers

Chart 61 - Lutti Candy Paper

ECONOMIC CONTEXT

Chart 62 - Economic Context for Sugar Confectionery

Chart 63 - Real GDP Growth 2021-2031

Chart 64 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 65 - Consumer Context for Sugar Confectionery

Chart 66 - Population 2021-2031

Chart 67 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Ice Cream in France

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 68 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Snacking Habits Shift with Year-Round Indulgence
Take-Home Ice Creams Maintain Scale as Better-For-You Indulgences Influence Consumer Decisions
Chart 69 - Value Sales 2021-2031
Chart 70 - Volume Sales 2021-2031
Chart 71 - Value Sales by Category 2026

WHAT'S NEXT?

French Consumers to Adopt Smaller Formats for Year-Round Indulgence
Sustainable Sourcing and Regional Dairy to Drive Premiumisation
Chart 72 - Forecast Value Sales 2021-2031
Chart 73 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Magnum Ice Cream Company'S Creation Reshapes Brand Leadership
Magnum Icc Emerges as Unilever Refocuses Portfolio
Chart 74 - Company Shares 2026
Chart 75 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Maintain Lead as Picard Captures Summer Demand
E-Commerce and Artisanal Brands Expand Direct Sales through Digital Innovation
Chart 76 - Retail Channels 2021-2026

PRODUCTS

Cornetto Max Redefines Snacking by Merging Dessert and Impulse Occasions
Chart 77 - Cornetto Max
La Laitiere and Lotus Biscoff Set New Standards for Healthy and Indulgent Choices
Chart 78 - Reformulated La Laitiere Sorbet
Healthier Indulgence Drives Growth for Private Labels

ECONOMIC CONTEXT

Chart 79 - Economic Context for Ice Cream
Chart 80 - Real GDP Growth 2021-2031
Chart 81 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 82 - Consumer Context for Ice Cream
Chart 83 - Population 2021-2031
Chart 84 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Savoury Snacks in France

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 85 - 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 86 - Value Sales 2021-2031
Chart 87 - Volume Sales 2021-2031
Chart 88 - 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 89 - Analyst Insight for Savoury Snacks
Legume Innovation and Functional Claims to Reshape Snacking Habits
Chart 90 - Forecast Value Sales 2021-2031
Chart 91 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez France Sas and Intersnack France Sas Maintain Lead
Chart 92 - Company Shares 2026
Chart 93 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Maintain Lead as E-Commerce Grows
Direct-To-Consumer Brands and Bakeries Redefine Snacking Experiences
Chart 94 - Retail Channels 2021-2026

PRODUCTS

Bret's Redefines Flavour Innovation to Capture Younger Snackers
Chart 95 - Bret's French Inspired Flavour
Michel Et Augustin Leverages Baked Snacks to Expand Daily Consumption
Chart 96 - New Michel Et Augustin

ECONOMIC CONTEXT

Chart 97 - Economic Context for Savoury Snacks
Chart 98 - Real GDP Growth 2021-2031
Chart 99 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 100 - Consumer Context for Savoury Snacks
Chart 101 - Population 2021-2031
Chart 102 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sweet Biscuits, Snack Bars and Fruit Snacks in France

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 103 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Brands Shifts Biscuit Consumption through Snackable Formats
Brands Capitalise on Health Trends Aiding Fruit Snack and Snack Bar Growth
Portion Control and Organic Positioning Shift Retail Pattern
Chart 104 - Value Sales 2021-2031

Chart 105 - Volume Sales 2021-2031
Chart 106 - Value Sales by Category 2026

WHAT'S NEXT?

Fruit Snacks and Snack Bars to Fuel Growth as Sweet Biscuits Maintain Value Lead
Protein and Fibre Content to Redefine Value Proposition for Snack Bars
Sustainability Set to Redefine Snack Brand Moats
Chart 107 - Forecast Value Sales 2021-2031
Chart 108 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez France Sas Sustains Leadership as Private Label Rises
Chart 109 - Company Shares 2026
Chart 110 - Brand Shares 2026

CHANNELS

Grocery Retailers Face Share Loss as Convenience Stores Gain Momentum
Bakery Chains and Convenience Formats Reshape Sweet Snacking
Chart 111 - Retail Channels 2021-2026

PRODUCTS

Bn Targets Flexible Snacking as Shopping Habits Shift
Chart 112 - BN's Choc & Tops
Bjorg Targets New Moments and Health-Conscious Shoppers
Chart 113 - Bjorg's Les Bouchees

ECONOMIC CONTEXT

Chart 114 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 115 - Real GDP Growth 2021-2031
Chart 116 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 117 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 118 - Population 2021-2031
Chart 119 - 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/snacks-in-france/report.