

# HW Soft Drinks in France

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Falling purchasing power weakens demand for organic soft drinks  
Natural remains the leading claim in value terms despite declining volume sales  
No fat sees growth as French consumers look to control their health and weight

#### PROSPECTS AND OPPORTUNITIES

Sugar-related claims likely to feature prominently among new launches  
Increasingly busy lifestyles will continue to boost demand for energy boosting soft drinks  
Brain health and memory soft drinks set to benefit from population ageing

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## Health and Wellness in France - Industry Overview

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Overview

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