

# HW Dairy Products and Alternatives in France

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plant-based dairy products and alternatives continue to gain popularity in France

Organic remains the leading health and wellness claim in value terms

Weight management boosted by consumer desire to maintain a healthy weight

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Penetration of high protein and low salt products should continue to rise

Lactose free products expected to gain ground in multiple categories

Keto expected to become more popular

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## Health and Wellness in France - Industry Overview

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Overview

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