

# Innovation: Food and Beverage in France

November 2023

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Euromonitor Innovation definitions

## INNOVATION IN FOOD AND BEVERAGE

Over 40% of detected Food and Beverage launches in 2022 first appeared in France

In-country launches of Packaged Food benefit from “Made in France” slogan

New launches in France in 2022: Soft Drinks and Hot Drinks

New launches in France in 2022: Packaged Food, Alcoholic Drinks and Pet Care

Over half of new brand launches in France were Packaged Food products in 2022

waterdrop Microdrink Flair offers consumers flavoursome hydration with added vitamins

waterdrop Microdrink Flair launches in Docti Pharma in France

Sub-brand launches in France outpace brand launches, driven by Packaged Food

New Roots aims to offer a tasty, traditionally-made plant-based cheese

New Roots Horseradish launches in organic food retailer in France

Retailers in France showing signs of extending organic and fortified ranges

## APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

## 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/innovation-food-and-beverage-in-france/report](https://www.euromonitor.com/innovation-food-and-beverage-in-france/report).