

# Coffee in France

November 2022

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Coffee remains best performing category despite dampening effects of normalising volume sales and high inflation

Pods format fares better than standard fresh ground coffee thanks to smaller rises in price

Nestlé and Jacob Douwe Egberts together retain a dominant share thanks to successful collaborations and product innovations

### PROSPECTS AND OPPORTUNITIES

Return to office and recovery of inbound tourism will boost foodservice sales whilst reducing retail prospects

Fresh coffee beans set to perform better than fresh ground coffee pods due to better value per cup and greener credentials

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