

France Food and Drink Report Q3 2016

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Abstracts

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BMI View: While our consumer outlook for France has improved, the food and drink industry will experience only modest growth over the next five years due to high sector maturity and weak private consumption growth. Demand for convenience and rising health awareness will have a long-term impact on the industry.

Key Trends & Industry Developments

France has one of the most developed food and drink industries in the world, which limits room for growth. We expect demand for organic food to pick up rapidly over the coming years amid the consumer recovery and the health awareness trend.

Shifts in consumption patterns will greatly affect the drinks industry over the coming years. Mineral waters will outperform as health consciousness remains key in purchasing decisions. Consumers will increasingly favour quality over quantity in alcoholic drinks, which will benefit spirits and premium beers.

Although we do not expect the discount format to become ubiquitous in France, high investment levels by Aldi and Lidl will continue to put pressure on prices and margins.

Contents

BMI Industry View

Key Trends & Industry Developments

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Latest Updates

Structural Trends

Food

Latest Updates

Structural Trends

Table: Food Sales (France 2013-2020)

Drink

Latest Updates

Structural Trends

Table: Total Alcoholic Drinks Spending And Consumption (France 2013-2020)

Table: Non-Alcoholic Drinks Sales (France 2013-2020)

Mass Grocery Retail

Latest Updates

Structural Trends

Industry Risk/Reward Index

Western Europe Risk/Reward Index

Table: Western Europe - Food & Drink Risk/Reward Index, Q316

France Risk/Reward Index

Market Overview

Food

Recent Developments

Market Drivers & Trends

Drink

Recent Developments

Market Drivers & Trends

Mass Grocery Retail

Recent Developments

Market Drivers & Trends

Competitive Landscape

Table: Key Players In France's Food Sector

Table: Key Players In France's Drink Sector

Table: Key Players In France's Mass Grocery Retail Sector

Company Profile

Danone

Nestlé

Pernod Ricard

LVMH Group (Moët Hennessy Louis Vuitton)

Carrefour

Groupe Auchan

Groupe Casino

Demographic Forecast

Table: Population Headline Indicators (France 1990-2025)

Table: Key Population Ratios (France 1990-2025)

Table: Urban/Rural Population & Life Expectancy (France 1990-2025)

Table: Population By Age Group (France 1990-2025)

Table: Population By Age Group % (France 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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