

# France Food and Drink Report Q4 2016

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## Abstracts

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**BMI View:** The food and drink industry will experience only modest growth throughout the next five years due to high sector maturity, weak private consumption growth and deteriorating confidence following the UK's vote to leave the European Union. 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 throughout 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.

## Contents

BMI Industry View

Key Trends & Industry Developments

SWOT

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, Q416

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 &amp; Life Expectancy (France 1990-2025)

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

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

**Glossary**

Food &amp; Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food &amp; Drink Risk/Reward Index Indicators

Table: Weighting

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