

Better For You Beverages in France

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Abstracts

On the one hand, the COVID-19 crisis has bolstered the already prominent health and wellness trend, both because of the immediate threat from the disease and awareness of the potential health impacts of the sedentary lifestyles and poor diets associated with periods of lockdown. On the other hand, the stresses and boredom of home confinement prompted consumers to turn to indulgences during 2020. Along with the restrictions on the operations of foodservice outlets due to COVID-19, this contribute...

Euromonitor International's Better For You Beverages in France report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BETTER FOR YOU BEVERAGES IN FRANCE

KEY DATA FINDINGS

2021 DEVELOPMENTS

After a year of indulgence, consumers go back to pre-pandemic health-conscious habits
Coca-Cola reformulates and repackages its Coca-Cola Zero variant whilst Coca-Cola Light shows no new innovation

Modest effect of the pandemic on reduced caffeine hot drinks

PROSPECTS AND OPPORTUNITIES

Zero sugar to be key focus in carbonates

Natural trend is expected to push better for you reduced sugar beverages forward

Green tea or fruit/herbal tea rather than reduced caffeine products to benefit from concerns about caffeine consumption

CATEGORY DATA

Table 1 Sales of BFY Beverages by Category: Value 2016-2021

Table 2 Sales of BFY Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Beverages: % Value 2018-2021

Table 5 Distribution of BFY Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN FRANCE

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021
Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021
Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026
Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026
Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026
Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026
Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026
Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2021-2026
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SOURCES
Summary 1 Research Sources

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