

Butter and Spreads in France

<https://marketpublishers.com/r/BF5DEDABCBEEN.html>

Date: September 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: BF5DEDABCBEEN

Abstracts

Butter benefited from the first year of home seclusion during the pandemic, with retail sales climbing as consumers cooked and baked more frequently at home. While retail volume sales continue to decline in 2023 following a notable drop the previous year, demand remains only marginally below pre-pandemic levels, while foodservice sales continue to climb as local consumers spend greater time outside of the home due to pent-up demand for socialising and eating out.

Euromonitor International's Butter and Spreads in France report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

Get a detailed picture of the Butter and Spreads 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

Butter and Spreads in France
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

BUTTER AND SPREADS IN FRANCE
KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes subdue demand, but butter remains popular in France
Groupe Lactalis to strengthen leadership of competitive landscape
Distribution remains dominated by offline grocery retailers

PROSPECTS AND OPPORTUNITIES

Butter to retain popularity as natural, clean product in France
President focuses on convenience with latest launch
Spreads players look to push health aspects to drive consumer interest

CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2018-2023
Table 2 Sales of Butter and Spreads by Category: Value 2018-2023
Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
Table 4 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Butter and Spreads: % Value 2019-2023
Table 6 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
Table 7 Distribution of Butter and Spreads by Format: % Value 2018-2023
Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
Table 9 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN FRANCE

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Butter and Spreads in France

Product link: <https://marketpublishers.com/r/BF5DEDABCBEEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BF5DEDABCBEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970