



RTD Tea in France

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Resurgence, innovation, and future growth for RTD tea in France

INDUSTRY PERFORMANCE

New explosion of sales after a disappointing performance in 2024
Reduced sugar variants lead growth amidst health trends

WHAT'S NEXT?

Innovation, health trends, and sustainable packaging to drive future growth
Functional drinks, strategic partnerships, and emerging technologies
Kombucha's influencer-led revival

COMPETITIVE LANDSCAPE

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Soft Drinks in France - Industry Overview

EXECUTIVE SUMMARY

Growth amidst economic caution, health concerns, and innovation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Weather-driven growth amidst economic caution and shifting trends
Sugar concerns and "soda tax" impact
Illegal practices and increased regulatory scrutiny
Health and wellness drives new soft drink innovations in France

WHAT'S NEXT?

Soft drinks in France must navigate climate, taxes, and health trends

Economic headwinds versus event-driven recovery

Sustainability challenges and the rise of non-alcoholic options

COMPETITIVE LANDSCAPE

Neptune strengthens lead in soft drinks with Cristaline's success; Coca-Cola navigates sugar concerns and supply disruptions

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