



Euromonitor
International

Fruits in France

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2025 DEVELOPMENTS

Convenience and affordability support fruit growth

INDUSTRY PERFORMANCE

Bananas benefit from convenience and affordability

Grand Frais offers novel retail experience, while organic segment still holds potential

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Fresh Food in France - Industry Overview

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Health-led, value-driven demand supports fresh food expansion

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INDUSTRY PERFORMANCE

Prevailing health trends favour plant proteins as meat continues to struggle

Concerns with cost and ultra-processed foods shape behaviour, while premiumisation trend gains traction

WHAT'S NEXT?

Fresh food set to see stabilised sales and strong support for local produce

New trade agreement threatens fair competition, according to French farmers

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