



Euromonitor  
International

# Energy Drinks in France

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## Energy Drinks in France - Category analysis

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#### 2025 DEVELOPMENTS

Momentum in energy drinks despite regulatory headwinds

Ongoing dynamism for energy drinks in France

New "soda tax" prompts shift to reduced sugar options

#### WHAT'S NEXT?

Substantial growth potential remains in energy drinks despite some threats

The emergence of a generation of new energy drinks

Underdeveloped reduced sugar energy drinks to gain further ground

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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

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