



**Euromonitor
International**

Staple Foods in France

November 2025

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Staple Foods in France

EXECUTIVE SUMMARY

Stabilising prices boost demand but soften current value growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

WHAT'S NEXT?

Health consciousness and innovation to influence category development

Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

COMPETITIVE LANDSCAPE

Retailers hold leading positions

Shift in meat consumption

CHANNELS

Bakeries underpin strength of food/drink/tobacco specialists

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Continued e-commerce growth

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Baked Goods in France

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High cocoa prices impact costs, prices and demand for many popular pastries

INDUSTRY PERFORMANCE

Rise in chocolate prices dampens demand in pastries

Bread sees strongest performance, with packaged products benefiting from demand for convenience

WHAT'S NEXT?

Chocolate prices to fall, but concerns about butter prices and milk supply
Rising influence of health and wellness trend
Expanding range of packaged cakes

COMPETITIVE LANDSCAPE

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Brioche manufacturer performing well

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[Breakfast Cereals in France](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural products prove most successful

INDUSTRY PERFORMANCE

Expansion of private label exerts downward pressure on prices amid little change in levels of consumption
Health and wellness the key influence

WHAT'S NEXT?

Many products seen as highly processed by increasingly health conscious consumers
Growing emphasis on fibre content
Organic products continue to thrive in breakfast cereals

COMPETITIVE LANDSCAPE

Kellogg's reasserts brand image in face of threat from private label
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[Processed Fruit and Vegetables in France](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed fruit and vegetables benefit from healthy image and innovation

INDUSTRY PERFORMANCE

Falling prices lead to stagnation in value sales

Frozen products see convenience enhanced

WHAT'S NEXT?

Frozen products set to outperform shelf stable varieties

Packaging developments

Overlapping products and further rise in flexitarianism

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2025 DEVELOPMENTS

Flexitarian diet trends shapes sales

INDUSTRY PERFORMANCE

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Strong growth for tofu and derivatives

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Further room for the development of tofu

Growing focus on animal welfare

COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in France](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Rising interest in Asian culinary traditions boosts demand for noodles

WHAT'S NEXT?

Upmarket trends in demand

Development of health focused new products

Growing concern with sustainability

COMPETITIVE LANDSCAPE

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