



Euromonitor
International

Innovation in Food and Beverage in France

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Snapshot of NPD activity across food and beverage categories in France

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NPD focus on intentional indulgence, functional benefits, and flavour diversification

Focus on core product performance slowed down new product launches

Key attributes: Intentional indulgence heightened the role of health attributes

Snacks with unique, modern flavours appeal to French consumers

INNOVATION IN PET CARE

Shifting preferences towards premium quality pet food shape NPD

Pet food NPDs' stable performance is due to premiumisation and brand loyalty

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Spirits account for majority of new product launches

NPDs in beer gain share despite high inactivity rate in 2024

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Functional, organic teas at the forefront of hot drinks innovation

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The French brand Eclore offers tea blends that unite taste with organic plant benefits

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