



# Drinking Milk Products in France

August 2024

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High unit prices pose challenges to volume sales, while flavoured milk drinks maintain demand

Responsible initiatives and dairy cooperatives stand out in France

Goat milk remains niche but holds potential

#### PROSPECTS AND OPPORTUNITIES

Milk industry starts to stabilise, but challenges and disruptions are expected to remain

Lactose-free milk suits dietary needs, but remains niche due to higher production costs and unit prices

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