



# Other Hot Drinks in France

November 2023

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## Other Hot Drinks in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No improvement in sales of other hot drinks due to a mild winter in 2023

Other plant-based drinks, the cheap and healthy alternative to coffee

While Nestlé's Ricoré forges ahead, Poulain struggles in chocolate-based flavoured powder drinks

#### PROSPECTS AND OPPORTUNITIES

Demand for chocolate-based flavoured powder drinks to be impacted in the future

Possible further risk of sugar bashing, mainly in chocolate-based flavoured powder drinks

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