



Euromonitor  
International

# Concentrates in France

November 2023

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## Concentrates in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A still robust value increase in 2023 for concentrates due largely, but not solely, to inflation

More mint, lemon and fruit and less sugar

Almost all players progress and innovate over 2022-2023

#### PROSPECTS AND OPPORTUNITIES

Still appreciable growth expected over 2023-2028 despite some breaks

More players and concepts to knock down the door of concentrates

Possible slowdown of powder concentrates after the return of races and competitions in 2021-2022

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