



# Asian Speciality Drinks in France

November 2022

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## Asian Speciality Drinks in France - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Limited recovery for an already niche category  
Strong recovery seen in the on-trade as restrictions are lifted  
Calpis Co Ltd faces strong competition from Thai Agri Foods Public Co Ltd

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Limited consumer base an obstacle to stronger growth  
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