



HW Snacks in France

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar and no added sugar snacks benefit from strong innovation

Gluten free remains the bestselling snack claim

Bone and joint health snacks benefits from France's ageing population while natural gum is starting to emerge, albeit from a small base

PROSPECTS AND OPPORTUNITIES

Growing adoption of plant-based diets bodes well for high protein snacks

Gluten free set to remain the leading claim in value and volume sales terms

Obesity concerns will continue to broaden the appeal of no fat snacks

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

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Health and Wellness in France - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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