



# HW Staple Foods in France

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Interest in meat free and plant-based staple foods continues to rise

Organic claims receiving a mixed reception as consumers look to balance health concerns with financial ones

Digestive health boosted by consumer desire to strengthen their immune systems

#### PROSPECTS AND OPPORTUNITIES

Outlook remains bright for meat free, plant-based, vegan and vegetarian products

Demand for gluten free staple foods set to increase strongly

Increased focus on health and wellness likely to inform the development of staple foods in various ways

#### CATEGORY DATA

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

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

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Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

### 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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