



# Beer in France

June 2024

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## Beer in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Total volume sales of beer decline due to skyrocketing prices and poor weather

Producers of dark beer introduce multipacks to soften the impact of price inflation

Leading breweries consolidate their position while smaller players struggle due to the impact of inflation and spiralling costs

#### PROSPECTS AND OPPORTUNITIES

Beer set to be on a steady growth path with major sports events set to kickstart a recovery in 2024

New product development within non/low alcohol beer is expected to focus on ale

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