



# Dairy Packaging in France

June 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Popularity of spreadable cheese boosts thin wall container packaging unit volumes

Brick liquid cartons losing share to HDPE bottles in flavoured milk drinks

Brick liquid cartons gaining share in cream thanks to their barrier properties and premium image

#### PROSPECTS AND OPPORTUNITIES

Multipacks expected to be used as a promotional strategy

Consumers looking for more sustainable packaging

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-packaging-in-france/report](http://www.euromonitor.com/dairy-packaging-in-france/report).