

# Soft Drinks in France

November 2023

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The leading brand, Cristaline, forges ahead, while Ogeu seizes the opportunity of the temporary absence of Perrier

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#### PROSPECTS AND OPPORTUNITIES

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- More mint, lemon and fruit and less sugar
- Almost all players progress and innovate over 2022-2023

#### PROSPECTS AND OPPORTUNITIES

- Still appreciable growth expected over 2023-2028 despite some breaks
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