

# Saé S1-06

## Exploring the Economic and Sustainable Environment

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### market growth trends for the tea and coffee sectors in France

#### Coffee Market

The French coffee market was valued at approximately €3.6 billion in 2023. After facing challenges during the pandemic, the market has rebounded, driven primarily by increased home consumption and a growing interest in premium and specialty coffee products. Although overall growth is modest, with an annual projected growth rate of 0.76% from 2024 to 2029, segments like ready-to-drink (RTD) coffee and coffee subscription services have seen significant demand. This growth reflects shifting consumer preferences, especially among younger demographics who are increasingly attracted to the convenience and variety offered by these products([MarketResearch](#))([Market Research Hub](#)).

#### Tea Market

The tea market in France is projected to grow at a compound annual growth rate (CAGR) of around 5.6% through 2028, thanks to rising demand for herbal and organic tea varieties. This increase is largely attributed to a consumer shift towards health-conscious choices, with younger French consumers particularly interested in organic and sustainably sourced tea products. Additionally, the market for specialty teas is expanding as more consumers explore a variety of flavors and premium options, including wellness teas designed to promote relaxation and health benefits([MarketResearch](#))([Market Research Hub](#)).

#### Market Trends

Across both tea and coffee sectors, the growth is largely propelled by premiumization, sustainability, and convenience. The popularity of eco-friendly packaging and organic certifications continues to rise, aligning with France's stringent sustainability standards. Furthermore, RTD products, offering convenient on-the-go solutions, are increasingly in demand, particularly among busy urban professionals. This RTD segment is expected to grow globally by a CAGR of 5.6%, reflecting a parallel trend within France as consumers gravitate toward easy-to-consume options with transparent labeling and functional attributes([MarketResearch](#))([Market Research Hub](#)).

This data sets a foundation for our analysis. For the next steps, we can delve into consumer preferences and emerging trends.