

Saé S1-06

Exploring the Economic and Sustainable Environment

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consumer preferences

1. Coffee Preferences in France

- **Fresh Ground Coffee Beans:** This category remains popular, driven by consumers' desire for premium, flavorful coffee experiences at home. As coffee machines become more accessible and economical, the trend towards fresh ground coffee is expected to continue, with a notable emphasis on organic options. Additionally, French consumers are increasingly drawn to sustainability, with brands like Café Royal gaining popularity for their eco-friendly, pod-free coffee solutions.
- **Specialty and Artisanal Coffees:** Interest in high-quality, specialty coffees continues to grow, especially among younger demographics. This segment includes unique blends, single-origin coffees, and ethically sourced beans, which appeal to consumers looking for distinctive flavors and sustainability.
- **Ready-to-Drink (RTD) Coffees:** This convenient option is on the rise, particularly among busy urban professionals. RTD coffee options include cold brew and flavored varieties, often packaged in eco-friendly containers. This segment is benefiting from the portability factor, making it an attractive choice for on-the-go lifestyles.

2. Tea Preferences in France

- **Herbal and Fruit Teas:** Herbal teas are enjoying substantial growth, driven by consumer preferences for wellness-focused products. Brands that emphasize health benefits, such as relaxation and stress relief, have found success in this category. For example, Les 2 Marmottes has gained traction with younger, health-conscious consumers due to its low environmental impact and organic options.
- **Organic and Fair-Trade Teas:** As with coffee, there is a strong preference for organic and ethically sourced teas. Fair-trade labels resonate well with French consumers who are increasingly conscious of environmental and social issues. This demand is driving growth in organic tea sales, with products highlighting natural ingredients and sustainable farming practices.
- **CBD-Infused Teas:** While niche, CBD-infused tea is gradually gaining interest in France. As legal frameworks evolve, this category is expected to grow, especially as a wellness product that complements the existing trend towards stress-relief and relaxation teas.

3. General Trends

- Across both tea and coffee, **sustainability** is a crucial factor shaping consumer choices. French consumers prefer products with eco-friendly packaging and brands that align with environmental values. This includes an inclination towards refillable coffee pods, biodegradable tea bags, and recyclable containers.
- **Health-conscious choices** also influence buying behavior. As a result, there is strong demand for products free from additives and artificial ingredients, with emphasis on natural, organic, and fair-trade certifications.

These consumer trends indicate a shift toward premium, sustainable, and health-focused tea and coffee products, reflecting broader lifestyle changes and values among French consumers.